

CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 7, 1987

a Benn publication

'20p script tax'
rise disgraceful
says profession —
diabetics to get
NHS disposables

Mechanical
labelling for
NI by 1989

Showdown at
Macarthys AGM:
Trotman v Ward

Referenda —
pharmacy's
dilemma

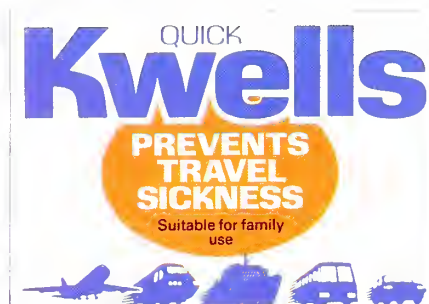
Underwoods
bid talks
with Woolworth
break down

HEALTH FOODS
SPECIAL FEATURE



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THE CALM DURING THE STORM.



IF LIFEBOATMEN TRUST THEM, SO CAN YOU.

NEWS FROM CUSSONS

A more prominent baby

Cussons Baby Range enters its second successful year with a fresh face. "New graphics showing a more prominent Cussons logo will give the crisp white packaging a stronger impact on shelf" says Mike Davies, Cussons' general sales manager.

For two months, the competitively priced 49p twin packs of Baby Soap will carry 10p off next purchase coupons and 5p coupons off the single bar. A free soap will be banded onto the 400g Talc and Baby Wipes will have a 20% extra fill.

From January, Cussons Baby Soap will also be found in all Bounty Mother-To-Be-Bags which guarantees distribution to 350,000 of the 750,000 births a year in the UK. The Bounty Bags are given to prospective mothers in their last visit to the ante-natal clinic.



The only baby care range with the guarantee of the Cussons name.

Imperial Leather's Gold rush

Sales of Imperial Leather Gold shampoo are rocketing. Latest independent industry figures already give the brand well over 1.5 percent of, what is, a highly fragmented category – a significant achievement in less than a year from launch.

Representing Cussons' first step into haircare products, Gold has fast established itself as a mainstream shampoo. Its promise of 'No fancy ingredients your hair doesn't need' has proved irresistible to consumers exhausted by never-ending claims for fancy and exotic shampoos. Simple quality has proved to be a powerful sales argument.

As part of its inaugural campaign, Cussons has published a unique look at

the haircare market – seen through consumers' eyes. Called The Imperial Leather Gold Hair Report, its findings underline the sheer importance of the nation's 'crowning glory'.

Women, the Report reveals, spend nearly six full days a year looking after their hair and an average of £96 each at the hairdresser. Yet they wash their hair less frequently than their male counterparts – 135 times annually to men's 177.

Similarly, men are increasing their frequency of hair washing ahead of women, driven by the combined force of shorter hairstyles and milder shampoos like Imperial Leather Gold.

Copies of the Imperial Leather Gold Hair Report are available without charge from Linda Dunning at Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL. Telephone 061-792 6111.



Everything you could want to know about haircare, from Imperial Leather Gold.

Brand leader, the Cussons way

Creating a brand leader like Imperial Leather soap is deceptively simple. It just takes a unique fragrance, shape and presentation; perceivable premium quality; a dozen or so years of consistent, innovative advertising; and an exceptionally loyal band of consumers.

Luck? You have to make your own luck in the soap business.

The importance to the retail trade of having 'known value' brands of the stature of Imperial Leather is immeasurable. They become the standard against which all other products are judged: their presence on shelf substantiates the credibility of the retailer himself. Their absence makes that fixture seem incomplete.

Maintaining a brand leader in its No 1 position is a full time job. Advertising and promotional money helps – to the tune of over £6 million this year in Imperial

Leather's case. That's why Cussons keeps Imperial Leather as contemporary today as it was when it first came to prominence. What more could a retailer ask?



All the ingredients of a brand leader.

Cash in on male vanity

Demand for men's grooming products is booming and it's the everyday lines that offer greatest potential. Little wonder, then, that the attractively-priced Cussons For Men range moves so well off shelf and is now one of the major male toiletries brands.

The range's tremendous growth is testament to the winning formula. Retailers and consumers alike respond to the appeal of the Cussons name guarantee in place of own-label alternatives. Sophisticated packaging makes Cussons For Men look good in store or bathroom and adds positively to its sales rate.

Among the more recent additions to the line-up have been a solid stick deodorant, body spray, stand-or-hang shower gel and a new after-shave in a black glass bottle. Most items sell at around £1 – a small price to pay for the satisfaction it brings.



Fast moving, well-priced toiletries.

March 7, 1987

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COMMENT



As the Woolworths/
Underwoods talks
went out with a
whimper this week,

you may have heard the echoes of a resounding sigh of relief from the High Street pharmacist. Not just from Boots the Chemists — who must have listened with interest to talk of Woolworth setting up as a real rival to their own major outlets. But also from many an independent pharmacist, anticipating the big growing bigger with increasing anxiety.

A Woolworth bid would have meant even more power to the Underwoods elbow. City gossip suggested the existing 40 or so Underwoods outlets could have shot up to 200 or 300. Where would that have left the average independent chemist? Baffled, no doubt, at this surge of activity from a company which has always spoken out for the smaller outlet in the face of the new contract. But business is business, and opportunity knocks for more than one pharmaceutical concern.



Macarthy's AGM also saw something of a showdown this week between new chairman Nick Ward and former ICML managing director Arthur Trotman (p420). Perhaps he isn't the only one worried about the stance of the new guard on the board. They are committed to moving the company forward; maybe it is just a matter of time before the results start showing. Certainly the outlet-buying is underway and Mr Ward put a good case for his comprehensive company revamp. But it is quite apparent that all minds are not at rest. There has been no sign yet of a big upturn in sales.

Macarthy's admit to a dip in customer numbers after the depot changes in the Autumn; they claim that is now changing for the better. But Mr Trotman's questions on service levels, sales and the Numark commitment are just an indication of the unease felt among the "old guard".

Of course, making money is step one, in everyone's books. But for a professional man it is never the be all and end all. In the midst of all the financial manoeuvring, perhaps there's a danger of forgetting the *local* pharmacist, a qualified professional who's there to help and advise as well as ring up the tills. As the giants keep growing, the choices narrow. In the rush to spread their influence before the new contract cut-off date, it would be a shame if significant activity made even greater nonsense of rational location. They are businessmen chasing big business. That is fair enough. As long as independent and patients don't get trampled in the rush.



20p rise in 'script tax' condemned...

The profession reacted strongly to Junior Health Minister Tony Newton's Tuesday announcement of a 20p "script tax" rise to £2.40 per item from April 1.

Pharmaceutical Services Negotiating Committee chairman David Sharpe appeared on BBC1's news bulletin the same evening stressing the burden the new charges placed on a pharmacist when confronted with a patient unable to afford all the medicines on a multiple item prescription. "It puts the pharmacist in an impossible position," he said.

Mr Sharpe and Pharmaceutical Society president Dr Geoff Booth had been whisked out of this week's Council meeting to confront the cameras at the PSGB headquarters in Lambeth by new Society director of public relations Colin Woolford.

David Sharpe said on Radio 4's Today programme that he wanted to see a freeze on script charges followed by a reduction.

PSNC's Peter Boardman organised coverage of the Committee's position in *The Times*, *Mail*, *Daily Telegraph* and *Guardian* pointing out that script charges resulted in 2,000 non-compliance cases a week.

Dr Booth said the tax on the sick was disgraceful. The Society had made representations to Government about it for many years. "The Treasury should find another method of funding the NHS rather than taxing the sick," said the president.

The 9 per cent rise, twice the rate of inflation, marks a continuance of the Government's policy to rely on prescription charges to raise revenue. The extent of the rise surprised some Conservative MPs who expected more caution in a possible election year.

Ministers have defended the increase by saying it is in line with the 9 per cent rise in the cost of drugs over the past year, and that £2.40 still only represents half the cost of the average script. But Labour health spokesman Frank Dobson suggested it would lead to an increase in the writing of "long term" scripts by GPs.

In addition to the single item script increase, the four month season ticket will go up 50p to £12.50 and the annual ticket by £1.50 to £35. Mr Newton said he expected the charges increase to bring in £10m in the year 1987-88.

The prescription charge was 45p in

1979; £1 in 1980; £2.00 in 1985, and will be £2.40 from April 1.

There is to be no increase in dental charges and Health Authorities are to be allowed to increase costs by 17.6 per cent to private patients treated through NHS facilities.

... as diabetics get disposables

Mr Newton claimed to be spending £10m raised in the next financial year from the increased script charges on providing diabetics with disposable syringes and needles on FP 10 prescription.

Mr Newton said he had been impressed by the lobbying of the British Diabetic Association and by the many representations of MPs on behalf of the nation's 20,000 diabetics. "Disposable provide greater comfort and convenience for the diabetic," Mr Newton told the House at Question Time on Tuesday.

Labour health spokesman Frank Dobson called for free blood tests strips to be made available. Mr Newton acknowledged the desirability of such a move, but said as it would cost a similar amount to the syringes it would have to be left for another occasion.

Coupex up 50pc

There was a 50 per cent increase in the value of coupons cleared through Coupex in 1986.

The National Pharmaceutical Association's Board heard at last month's meeting that the value had reached a record of nearly £40,000. A mid year sales drive added over 100 new members and the number of transactions rose sharply to a new record of over 16,000. On average 64 packages of 84 coupons are opened, checked and counted each working day and the relevant checks posted to members. Each package of coupons averages nearly £25.

During 1986, chemists and appliance suppliers in Northern Ireland dispensed 13,224, 484 prescriptions (8,190, 181 forms) at a gross cost of £70,751,761.87 and an average cost of £5.35.

PCN gives OK to follow-on milks

The Panel on Child Nutrition has announced that it considers human milk, infant formulas, follow-on milks and whole pasteurised milks suitable for infants aged six months and older.

But it points out that the use of infant formulas is not usual after one year for babies, although milk remains a prominent feature of the diet. For the majority of healthy pre-school children, whole cow's milk should be used as a staple dietary item, the PCN says.

The statement will effectively end the controversy as to where Wyeth's follow-on milk, Progress, fits into the infant feeding programme.

Unmodified skimmed and semi-skimmed milks are not recommended in late infancy (after six months) because of their low energy density and vitamin A content. There are no strong objections to the progressive introduction of semi-skimmed milk from two years old, provided the child's overall dietary intake is adequate. Wholly skimmed milk should not be introduced below five years.

A national survey of infant feeding practices carried out last year shows no change in the rates of breastfeeding from those reported in the 1980 OPCS survey. The PCN endorses its earlier recommendation that exclusive breastfeeding provides the best food for the young infant.

MAFF funds additive studies

The Government is funding four linked research projects costing over £300,000 in an attempt to determine the extent of adverse reactions to food additives.

Making the announcement to an Association of County Councils conference on additives in food, drink, cosmetics and medicines, Donald Thompson, Parliamentary secretary at the Ministry of Agriculture, said one of the criticisms of additives was their possible role in promoting allergic reactions.

Full results of the studies will be made later this year. The Ministry's steering group on food surveillance is, with the help of food manufacturers, organising a survey to find out how many additives people actually consume.

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Still shuffling ... no deal yet

Contrary to expectations, details of the remuneration package for 1987/88 have not yet been agreed between PSNC and the DHSS.

Nor had the limitation of contract regulations been laid as *C&D* went to press, even though the deadline, for a April 1 start, is fast approaching.

The PSNC had a long meeting with the DHSS last Wednesday. "As a result certain matters were provisionally agreed," PSNC financial executive Mike Brining told *C&D*. "Others were taken away for further consideration by the Department."

PSNC is expecting to receive a formal offer from the DHSS for consideration at its next meeting on March 11. Provisional figures are that the first 1,325 scripts in a month will be paid at 128p (a 7p rise), the next 925 at 59p (an 8p rise) and the remainder at 70p (also an 8p rise).

Rorer stop free Mucodyne

Rorer have announced that they are "reluctantly" ceasing the free supply of Mucodyne to 1,600 patients.

Since April 1985, when Mucodyne was blacklisted, Rorer have been supplying, through doctors, "needy" patients "for whom alternative therapy is not available". These included patients with chronic bronchitis, mucus hypersecretion and serious otitis media (glue ear).

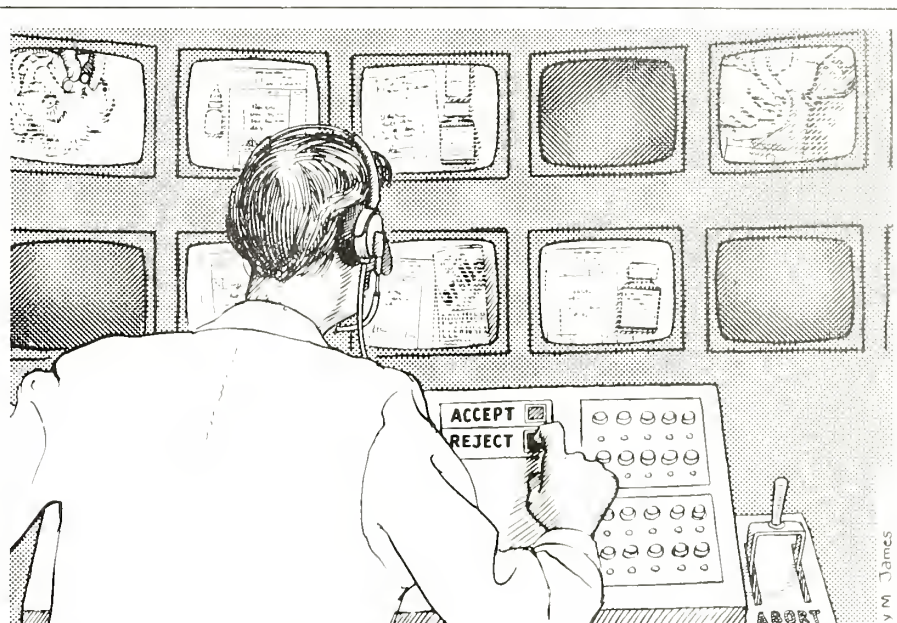
The company have made several unsuccessful appeals for reinstatement of carbocisteine to the prescribable list.

Rorer say they can now only suggest patients seek alternative therapy or obtain a private prescription for Mucodyne. They have reduced the basic price of each product in the range by between 10 and 15 per cent. Mucodyne Forte is being discontinued.

Top of the poppers

Glaxo's Zantac claimed the world's biggest sales at over £650m over 12 months, says the company.

Glaxo, who plan to increase their research establishment by over 50 per cent in the next five years, say they expect to make initial product licence applications for eight drugs over the next three years.



The question of supervision has been much in the news recently, along with suggestions that remote monitoring of dispensing using closed circuit television might be an answer. Drummond Forbes, district pharmaceutical officer at Bristol Royal Infirmary, who dreamt up this cartoon, feels there might be one or two problems . . .

'No kitemark, no sale' call . . .

The Terrence Higgins Trust says the Department of Health should stop the sale of non-British Standard condoms in the UK.

Speaking on this Tuesday's BBC "Watchdog" programme, a spokesman for the Trust said "It's bad enough when somebody gets pregnant without expecting to, but for somebody to pick up this virus that could threaten their lives, is even more important," he said.

The programme undertook a study of nine imported brands of condom as part of television's "AIDS week". Most of the brands tested failed the British Standard,

mainly on labelling grounds, but one brand, Jiffi, marketed through the Sterling Cooper fashion chain, failed on safety grounds, with seven condoms out of a batch of 100 faulty. (The company have since withdrawn Jiffi condoms in gold and black packs, and say that new supplies, in yellow and black packs, have been tested to British Standards.)

The programme pointed out that 95 per cent of condoms sold in the UK — Durex and Lifestyles — were tested to the British Standard and carried the "kitemark". They were not included in the survey.

A conference held for the programme attended by manufacturers health workers and AIDS experts, concluded with a call for a tougher British Standard; the present test allows three out of every 100 condoms to be defective, "Watchdog" said.

. . . Condoms 'not foolproof'

Recent research suggests that sheaths help prevent the spread of the AIDS virus but they are not foolproof, warns an article in last week's *New Scientist*.

Even the most rigorous application of standards does not guarantee that every condom will be completely reliable and free from holes, the article says. In 1979 an American survey of 21 brands manufactured to US standards, found that seven brands leaked more than average and condoms from at least one of the companies involved are now on sale in Britain.

Only limited statistical surveys and

experimental evidence support the intuitive view that condoms prevent sexually transmitted disease, the author continues. Sperms are 30 times wider than the smallest virus that causes incurable STD, but viruses of 0.1 micrometres across are thousands of times bigger than water and air molecules, essential to most standard tests on condoms. A spokesman from LRC products is quoted as saying he would be surprised if a virus survived a journey through pores in rubber.

■ The Government has guaranteed a further £14.5 million over the next three years for research into an AIDS vaccine and drugs to treat those affected.

The chairman of the Northern Ireland Pharmaceutical Contractors Committee is Mr Justin Beagon, not as stated in *C&D* last week.

A Major New Opportunity

Following the enormous success and market growth created by the **CANDEREL** range of sweeteners, we are now pleased to announce the launch of new **Flix** to further grow the market.

Flix has been carefully designed and researched to appeal to a whole new younger market, with stylish packaging, presentation and image and a selling price of only **84p**.

Flix is the **NutraSweet**® sweetener appealing to this audience.

- Proven opportunity will create new business.
- National TV campaign, £1,000,000 throughout March and April.
- Women's magazine coverage, sampling and Formula Ford sponsorship.
- Extensive wholesale promotions.
- Stylish display materials available from our representatives.

*Stock & Display before
TV advertising!*



Searle Consumer Products,
Division of G.D. Searle & Co. Ltd, High Wycombe, England.

**COUNCIL
STATEMENT****Sale of Tobacco**

The Council decided at its meeting in March 1987 that members be informed that they should not sell tobacco or tobacco products, including cigarettes containing tobacco, from registered premises.

**Dorbanex for
named patients**

Residual stocks of Dorbanex or surplus returned after March 31 will be available for supply on a named-patient basis. Riker Laboratories confirmed this week.

The amount available is difficult to determine, a company spokesman said. Manufacture ceased on January 16, and Riker will surrender the product licences on March 31.

"If we then receive any requests for supply on a named patient basis, and if we have stock still available, we would certainly be willing to supply it," he said.

**Generic price
cuts rumoured**

The DHSS will be endeavouring to reduce the Drug Tariff prices of several large volume generics in an effort to further reduce the drug bill by £10m, according to rumours picked up by PSNC chief executive Alan Smith.

PSNC has yet to hear when the judicial review it has been granted over unilateral amendments made to the Drug Tariff on October 1 will take place. The DHSS has since, from January 1, added amoxycillin capsules and syrup, atenolol tablets and trimethoprim tablets to part VIII(a) of the Tariff without the customary three months notice. News of the rumoured cut is carried in the latest *PSNC News*.

Script fiddle?

Gloucestershire police are currently investigating a pharmacist, doctors and other medical staff in connection with alleged prescription irregularities.

The investigation, by officers from Cirencester and Stroud, was instigated by Gloucestershire FPC.

The inquiry is likely to take several months, a police spokesman told *C&D*.

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TOPICAL REFLECTIONS

by Xrayser

**Bugged by those
computer bugs**

Still it goes on! I would have thought it in John Richardson's best interest to keep quiet about his falling out with the National Pharmaceutical Association. All it has done is to publicise the high charges he requires annually for his labelling programs and machines. However, I appreciate that Richardson has pioneered computer developments within pharmacy and continues to innovate at an impressive rate: this requires considerable investment.

The trouble is that he has been overtaken by mass availability of good machines of high intrinsic reliability and the economies of scale which have allowed Amstrad, in particular, to negotiate an effective maintenance contract with a reputable firm for only £30-odd a year. With new software, also of good quality and upgradable without vast expense (say well under £100), we may no longer need the hand holding once thought essential.

It is no use thinking in terms of bespoke tailoring when good ready mades can be bought off the shelf complete with program and worthwhile service contract for about £500. At which rate, when judged against the Richardson service charges alone, perhaps you could afford to throw it away and buy another in a couple of years, and still be better off. However, good service is worth paying for and can give long-term dividends, particularly for pharmacist computer novices.

**On a question of
attitude . . .**

There was a curious letter last week from Henry Howarth which I take to be a criticism of my attitude to addicts and to giving advice. I'm not too worried about his perceptions of my attitudes, since they are incorrect.

I care for my fellow man, which includes the addict who comes to me, as much because I give him time and simple courtesy, as for the supply of his drugs. And I have always spent a great deal of my time at the counter.

What I said was that the advertising campaign, and the need to give extra information, was eating into the time I needed to get through the routine work. Running a tight ship, which I would have thought was fundamental to any successful business, means I can't lumber my staff

with the work I don't get through: they have enough of their own to keep them fully occupied. And so I either have to take on some extra part time clerical help, or take the work home at night. This without having generated more business to pay for it.

This seems to me a perfectly straightforward statement of the situation which has developed as a result of giving more time (much more!) to being freely available to the public for help and advice. I think it reasonable to suggest that if we have to take on more staff as a result of the developing role expected of us we should be paid . . .

**Treading
carefully**

My floor covering is looking very tired, and for appearances sake will have to be replaced soon. It has served me well, but the march of time and my regulars' feet are finally showing through. But I am hard put to decide whether to choose a sheet vinyl material which wears well and can be obtained in a cushion back, or carpet.

I can't say I'm very much impressed with some of the carpet tiles I see around. Horrible hairy things which look dirty very soon; nor if I am truthful, can I see a high quality Wilton standing up to the treading of wet feet from our doorway in the Winter. Someone has suggested industrial haircord. Any ideas?

**Display
problems**

As always there is a problem in finding display space for all the items we want to show. At the moment I'm looking for new ways of showing all the Family Doctor booklet range, as well as the give-away pamphlets which have multiplied exceedingly this past year.

The pegboard stand I use is far too small. I have been hunting round in the store for an old hair product display stand which rotated but the staff say it went rusty and was dumped.

This niggled me because they didn't ask me first. I could have fixed it up nicely for what I had in mind, using coathanger wire (from the drycleaner) to make up supports for the booklets to fit into the pegboard.

But it is not to be. At the moment pressure of space has relegated the stand to a position behind the counter, and sales have dropped to zero, so we have to find a new place. Soon . . .



SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.



PIRITON

Low Priced Professional Hay Fever Treatment



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.



Relifex tablets

Bencard are introducing Relifex (nabumetone) which they claim is a novel non-steroidal anti-inflammatory agent for the management of rheumatoid and osteoarthritis.

Nabumetone is a pro-drug, itself a relatively weak inhibitor of prostaglandin synthesis, which is metabolised on absorption to, principally, 6-methoxy-2-naphthylacetic acid, a potent inhibitor of prostaglandin synthesis.

The company says that endoscopy studies have suggested that Relifex causes less irritation to the gastric mucosa than naproxen or indomethacin. And gastrointestinal microbleeding is significantly less than with aspirin and not significantly different from placebo.

Manufacturer Bencard, Great West Road, Brentford, Middx TW8 9BD

Description Red, film-coated tablets marked "Relifex" on one side and "500" on the other, each containing 500mg nabumetone

Uses Osteoarthritis and rheumatoid arthritis requiring anti-inflammatory and analgesic treatment

Dosage *Adults* Two tablets as a single dose at bedtime. For severe or persistent symptoms, or during acute phases, an additional one or two tablets may be taken in the morning. *Elderly* Blood levels may be higher, daily dose of 1g should not be exceeded; 500mg may give satisfactory relief. *Children* No clinical data to recommend use

Contraindications Active peptic ulceration, severe hepatic impairment, hypersensitivity. Not recommended during pregnancy or for breast feeding mothers

Precautions Patients with established aspirin hypersensitivity may react similarly to nabumetone. Patients with history of peptic ulceration should be monitored for recurrence of symptoms. *Interactions*

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Relifex is highly protein bound. Patients receiving concurrent anticoagulants, hydantoin anticonvulsants or sulphonylureas should be monitored and dosage adjustments made if necessary.

Impaired renal function (creatinine clearance less than 30ml per minute)

Dosage reduction should be considered
Side effects Diarrhoea, dyspepsia, nausea, constipation, abdominal pain, flatulence, headache, dizziness, pruritis, rash and sedation

Supply restrictions Prescription only
Packs Square plastic bottles containing 56 tablets (£15.68 trade). Bencard are writing to doctors informing them that Relifex can be prescribed "Two tablets nocte OP"

Product Licence 0038/0301

Issued March 1987

Zoladex depot

Manufacturer ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF

Description Sterile, white to cream coloured cylindrical depot in which goserelin acetate (equivalent to 3.6mg goserelin) is dispersed in a biodegradable matrix. It is supplied in a single dose syringe applicator

Use Prostate cancer suitable for hormonal manipulation. Zoladex is an LHRH analogue

Dosage One 3.6mg depot injected subcutaneously into the anterior abdominal wall every 28 days

Contraindications, warnings Some patients may experience a temporary increase in bone pain. Others see Data Sheet

Side effects Hot flushes and decrease in libido, seldom requiring withdrawal of therapy. Infrequently, breast swelling and tenderness. Mild skin rashes, bruising at injection site

Supply restrictions Prescription only

Packs Boxes of one (£114 trade)

Product Licence 0029/0198

Issued March 1987

Synalar 1 in 4 ointment

ICI Pharmaceuticals have added a 1 in 4 ointment formulation to their Synalar range. Synalar ointment 1 in 4 dilution is white greasy ointment contains 0.00625 per cent w/w fluocinolone acetonide BP (50g, £1.67 trade). **Product Licence** 0029/0196 *ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.*

CP add six . . .

CP Pharmaceuticals have extended their range of generic products with six new lines. They are: chlordiazepoxide capsules 10mg (500 off white and green hard gelatin, £7.95); co-trimoxazole adult suspension 400/80mg in 5ml (100 white anise flavour, £3.14); paediatric suspension 200/40mg in 5ml (100ml pink anise flavour, £1.96) and forte tablets 800/160mg (100 white dragee shaped with break-line, £10.95); diazepam syrup 2mg in 5ml (100ml pink raspberry flavoured, £1.10); and glibenclamide tablets BP 2.5mg (100 white, circular convex tablets marked "CP" on one side and "GL2.5" on the other, £4.20, all prices trade). *CP Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX.*

. . . four from Wyeth

Wyeth have added metformin and tamoxifen to their generic portfolio. The metformin tablets are in two strengths — 500mg biconvex white tablets marked "Wyeth" on one side, like the others, and with "WY029" on the other, packed in 100s, and 850mg white biconvex tablets coded "WY030" on one side, in 60s.

The tamoxifen tablets are also in two strengths. The 10mg are white biconvex tablets coded "WY010" packed in 30s (£7) and 250s. The 20mg tablets are similarly shaped and marked, but are bigger — 10mm against 8mm — and are packed in 30s only (£11). *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH.*

Warning on PI

Delandale Laboratories are warning that parallel imports of overseas-manufactured tablets of ethamsylate, being offered as "Dicynone" and sometimes "Dicynene", are unsuitable for some patients.

The company says that the UK-manufactured Dicynene tablets it supplies contain no wheat starch and may therefore be given to patients requiring a gluten-free diet, such as coeliac sufferers. The imports, however, use a different process and do contain wheat starch.

The Delandale product is marked "Dicynene" on every tablet and is sold in securitainers of 100 in both 250mg and 500mg sizes. Imported ethamsylate is generally marked "Dicynone", and is likely to be blister-packed, say Delandale.

Defencin (isoxsuprine) has been reintroduced in a 56-capsule pack (£7 trade). *Bristol-Myers Cardiovascular, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

Cox warfarin 3mg tablets are trade priced at £2.76 for 500, not as stated last week. *Cox Pharmaceuticals, Arthur H. Cox & Co Ltd, Whiddon Valley, Barnstaple, Devon.*

Serono Laboratories (UK) have taken over from Thames Laboratories as distributors of Rehabin tablets. *Serono Laboratories (UK) Ltd, 2 Tewin Court, Welwyn Garden City, Herts AL7 1AU.*

Packs of 500 Peritrate SA tablets, now discontinued, will be accepted for credit between June 1 and November 30. This allows time for outstanding prescriptions to be filled, say William R. Warner. The company are also discontinuing Chloromycetin ear drops 10 per cent, Estrovis tablets, Pentovis capsules, the rest of the Peritrate range, Pyridium tablets

and Rinurel linctus over the next four months. *William R. Warner & Co Ltd, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.*

Tildiem (diltiazem hydrochloride) will be available in blister strips of 10 tablets in packs of 100 tablets from the end of March. The price will be unchanged and securitainers of 100 tablets will only be available as long as stock last, say *Lorex Pharmaceuticals Ltd, Old Bank House, 39 High Street, High Wycombe, Bucks.*

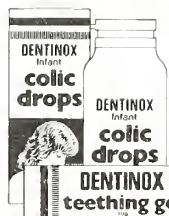
Evans Medical have introduced tamoxifen citrate tablets 10mg (60 £14) and 20mg (30 £11 trade) in all-foil blister packs. The pack is designed to protect the product against degradation from exposure to light and to give extra confidence when handling the product, the company says. Evans tamoxifen tablets are film-coated and engraved with the strength and identification code on one side and "Evans" on the reverse. *Evans Medical Ltd, 318 High Street North, Dunstable, Beds LU6 1BE.*

Occasionally a tiny baby cries out to you for Dentinox



It's a relief to know you can recommend Dentinox with confidence.

Colic Drops for even the youngest baby. The active ingredient, Dimethicone, works quickly to disperse the bubbles of ingested air that cause the pain. It contains no systemic drug, has no effect on the



central nervous system and won't mask other symptoms.

Tried and trusted Dentinox **Teething Gel** takes the pain out of first teeth. Sugar free, aspirin free Dentinox is specially formulated for babies.

Safe, Baby medicines from Dentinox



Two more from Tommee

New additions to the Tommee Tippee range are a spoon and fork set and feeder bibs with the Tom and Jerry cartoon characters. Available in yellow or blue (medium £0.99, large £1.29), the bibs are made from cotton bonded to a waterproof backing to prevent shrinkage. The spoon and fork (£0.75) have easy-to-hold handles designed to encourage self-feeding.

The new packaging (*C&D Babycare* supplement February 21) is being introduced gradually over the next six months. The Tommee Tippee bear has been replaced by an abacus logo and the packs are illustrated with a panda family. The "feedtime", "caring" and "toys" categories are colour-coded blue, green and red respectively for ease of identification.

The feedtime packaging now incorporates a clear window through which the product can be seen and the packs also feature a product illustration so there is no need to open them before purchase. The cups are available boxed, to sit on shelf, or in hanging polybags. The boxed cups come with an additional lid. *Jackel International Ltd, Dudley Lane, Cramlington, Northumberland N23 7RH.*

Medo cough up

Medo/Schwarz representatives are currently offering products in the Pholcomed range of cough mixtures on a bonus of 18 for 12. Details from representatives or *Medo Pharmaceuticals Ltd, Schwarz House, East Street, Chesham, Bucks HP5 1DG.*

Ayerst Press on

Ayerst are advertising their BC500 vitamins in the women's Press from mid-March. They are also offering bonus deals of six charged as five and 12 as ten. *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

CERUMOL®

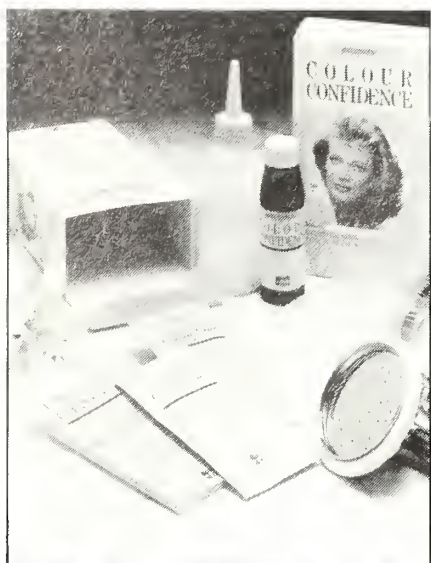
CERUMOL is also available to customers over the counter. When your customers ask your advice about 'blocked ears', you know you can recommend CERUMOL with confidence.



Cerumol is a trade mark



Laboratories for Applied Biology Limited 91 Amhurst Park London N16 5DR.



Wella relaunch with Confidence

Wella are relaunching their Colour Confidence range.

The product now features peach coloured packs, with the colour scheme continued on to the components inside and the interior of the pack, for a more cosmetic look.

Wella say the colorant also features product improvements, with a new gentle formulation containing protein, and a shampoo and conditioner now included in the kit. It is also claimed to be easier to use, with the developer bottle, used as an applicator, now featuring a screw-on cap to eliminate the sharp edges left if the nozzle has to be cut.

Five new colours have been added to the range, four of which are blondes — Wella say these colours account for around a third of all sales. The fifth new shade is natural chestnut, designed to add red and golden tones to brown hair.

New POS material echoes the mottled peach colour scheme, and includes a new shade guide with information on how to choose a suitable shade. The new shelf displays can be assembled with backing mirrors to allow the consumer to consider her present colour when choosing a new one. A "fact file" wall chart has been produced to help assistants offer advice on the types of colorants available and how to use them, and a window display is also available.

The relaunch will be supported by a £1.5m women's Press campaign beginning in April. *Wella Great Britain, Wella Road, Basingstoke, Hants RG22 4AF.*

Eye Summer

Orlane are introducing a new eye care product with their coral island-inspired Summer make-up shades.

Hydrolane (4ml, £10.50) is designed to act as both make-up base and skin care product, alone or under eye shadow.

Orlane's Summer colours, the Atoll collection, offer pastel pinks or deeper corals, with hibiscus or corail powder blusher (£10.50), nacre rose or coralline lipstick and nail polish (£5.50 and £5.25), and bambou/outremer or sable/palmier duo powder eyeshadows (£8.50), complemented by bleu ocean or vert ocean mascara (£7). *Orlane, Max Factor House, Waterman's Park, Brentford, Middlesex TW8 0DS.*

Hot spots

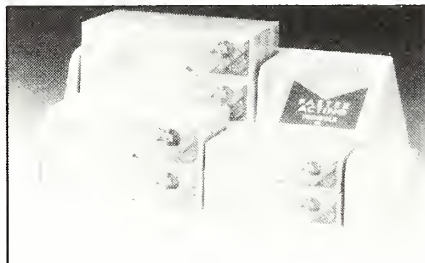
Unichem are promoting sun-preparations this month with offers on major brands.

Members will receive a ten page brochure entitled "Hot spots" which details the offers, all on a pre-sell basis, on brands such as Ambre Solaire, Uvistat, Coppertone, Bergasol and Hawaiian Tropic. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Fast move from Marcel

Louis Marcel hair remover cream is to be relaunched with a "faster acting" claim flashed on-pack. The company says the new formula should remove hair in 9-10 minutes. It will be available in (£1.85) 100ml and (£1.40) 60ml tubes positioned for removal of body hair, while the (£1.05) 25ml tube now carries graphics stressing its use on facial hair.

New POS material highlights the new



formulations, and a counter display holding six of each tube is available.

The range will be advertised, along with hair removing lotion, strip wax and hair lightener, from April, in women's magazines and on posters. *Nicholas Kiwi Division of Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

Classic Nails are no longer available from Almay Ltd, but are exclusively distributed by *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.*

Spice shape up

Shulton's Old Spice solid deodorants are now formed and packaged in a new oval shape, which will be introduced at a reduced price, and backed by a £700,000 national television campaign.

The new oval shape of deodorant solid (£1.69, 60g) and sticks (£1.59, 75g) is designed to be modern and easy to use,



and is being introduced this month at £1.39, backed by television advertising throughout April.

And the company is distributing 150,000 Old Spice aftershave sachets at the six main London commuter stations in April, and at British Rail stations in Birmingham, Manchester, Leeds and Glasgow in May, say *Shulton (GB) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

Nicholas — naughty but nice

Nicholas Laboratories are supporting the Radox moisturising collection with a £130,000 women's Press campaign.

Full page colour advertisements will appear from April to July in *True Story, True Romances, Woman's Story, Prima, Family Circle, Living, Readers Digest, She and Good Housekeeping*. Nicholas have developed the "wicked lady" theme from their television advertising and transposed the idea for press by creating the "Diary of a Wicked Lady". *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

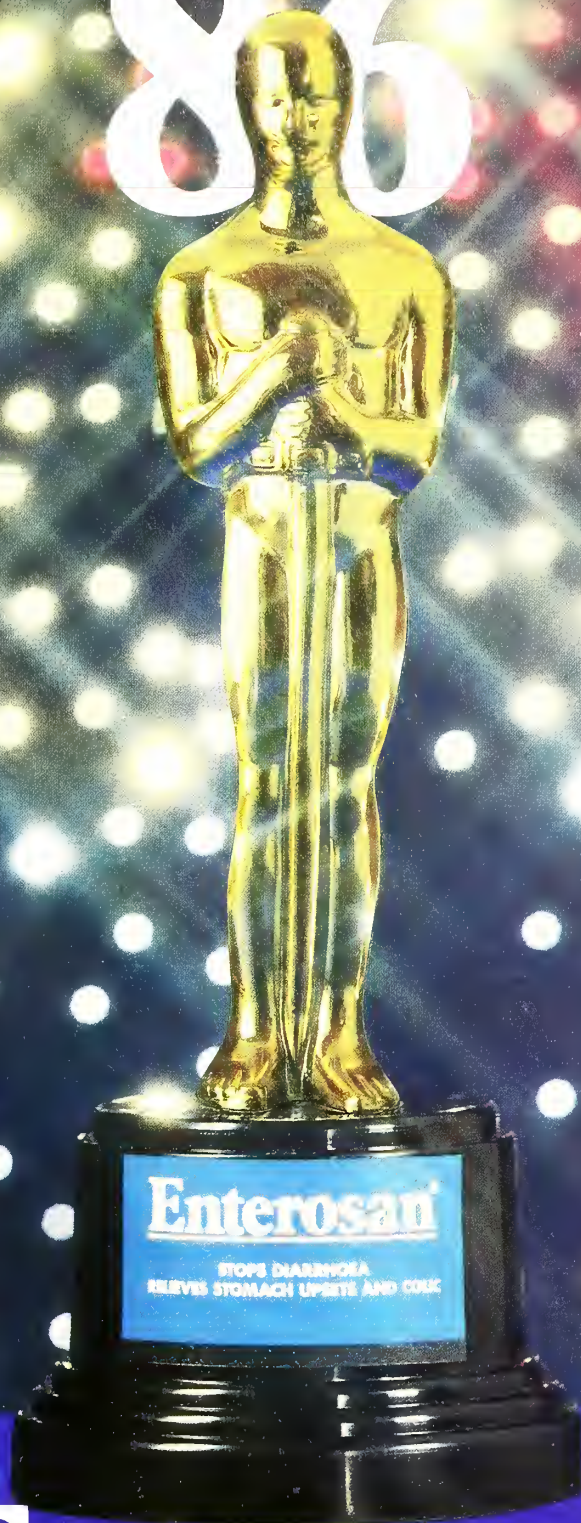
Four for nails

Nailoid are promoting four colour glaze nail colours in a new POS unit — designed to match Summer suntans and fashions.

Two new colours — sunset strip and hot lips — are displayed in a unit with wild peach and iced dawn (all £0.55, 8ml). Distributed by: *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SF.*

OUTSTANDING PERFORMER

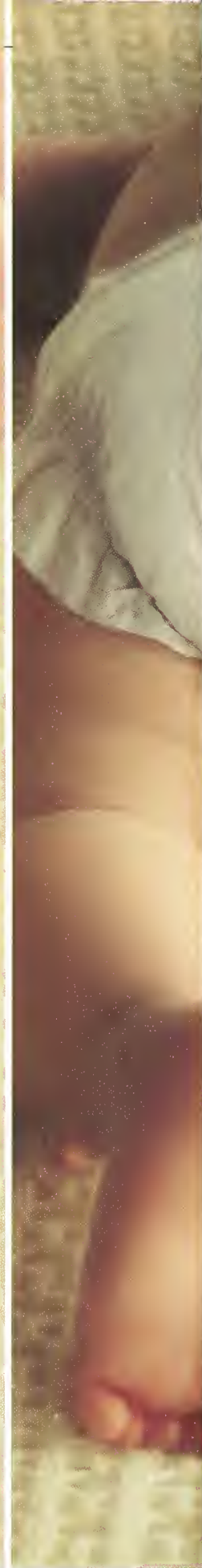
86



Enterosan[®]

REASSURINGLY EFFECTIVE
WHEN TUMMY UPSETS STRIKE

Enterosan is the second fastest growing brand within pharmacy. Source: Nielsen July/August 1986.



WHEN HE GOES, S



Newborn Cosifits now sport a row of little blue ducks.

Very fetching they look too, but they also have a more practical purpose.

As soon as the nappy gets wet the ducks start to disappear.

Which means a mum can tell straight away when it's time for a change.

This will come as welcome news to babies everywhere. (Sitting around in a wet nappy isn't much fun.)

While mums should be equally chuffed. (Listening to someone who's sitting around in a wet nappy isn't much fun either.)

So make sure you have Newborn Cosifits on your shelves.

Otherwise you know what you'll have to do when mums come asking for them.

Duck.

COSIFITS.

THE NAPPY THAT'LL KEEP THEM HAPPY.

Robinsons of Chesterfield 

DO DO THE DUCKS.

A ballpoint is called a Biro.
A vacuum cleaner a Hoover.

Predictor have more experience of home pregnancy tests than anyone in the world.

After all, it was we who first developed them.
And why people talk of 'predictor tests.'

But we didn't stop there.

And from years of research and development,
we've just made another breakthrough.

New Predictor is, without doubt, the easiest
home pregnancy test on the market.

A dipstick test refined to its simplest.

It's quick. It gives a totally obvious result.
And it's astonishingly easy to use.

Keep it in stock and you'll see nothing but
positive results.

Because with a national advertising campaign
supporting it, it's the one your customers will be
asking for.

Guess what people call a
home pregnancy test?



Predictor. The simplest way to be sure.

Carmen switch on for 1987

Carmen have unveiled their 1987 product launches. For the hot air styler range, the company has brought out the blow 'n style — a combined dryer and styling brush in white with cerise graphics (£11.95), and blow 'n curl plus, with retractable bristles, giving 350 watts (£15.95).

In the hairdryer category, Carmen have introduced Whispa hairdryers — Whispa 1200 in claret red (£9.95); Whispa 1200 travel (£12.95); Whispa 1600, in dark green (£12.95) and Whispa 1600 cool set, in French navy blue (£14.95).

To add to the Pro 1400, Carmen have produced the Pro 2000 cool set, 2000 watt dryer with a "cool set" position, made in grey with white graphics (£18.95).

And to complement their Smoothie range of shavers, Close Encounter ladies' shaver comes in a blister pack (£9.95). Also in the 1987 collection are heated rollers — the set to go travel set, a combined travel roller set in a carousel design with eight rollers, sold with a dual voltage 1200 watt hairdryer and travel bag (£18.95); and the SC135, a foldaway sun-tanning unit in fibre-glass, finished in white with red trim (£349). *Carmen Ltd, St George House, Station Approach, Cheam, Surrey SM2 7AT.*



Casting Pearls before viewers

Cussons are backing the new look Pearl soap (*C&D*, last week, p343) with a £1m national television campaign.

Filmed in the Seychelles and titled "The Pearl Dream", the commercial will run from mid-March for four weeks, say *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

Soap story . . .

Oscar de la Renta have brought out a flower soap in their signature fragrance. The bouquet includes orange flower, jasmine, rose Bulgarian and tuberose with basil, patchouli and sandalwood, and the soap costs £5.50. *Oscar de la Renta Parfums, Princes House, 36 Jermyn Street, London SW1.*

. . . and another

Valentino Perfumes are adding a soap to the Valentino de Valentino fragrance range (100g, £7). *Parfumes Stern (UK) Ltd, Princes House, 36 Jermyn Street, London SW1.*

Bunch of five

Dana Perfumes have produced a showcase of five Herbisissimo body colognes which includes a voucher for £1 off a 300ml bottle.

The box (£1.95) contains 9ml of lavender, verbena, African green orange, juniper and marjoram. *Dana Perfumes Ltd, 45 Crusoe Road, Mitcham, Surrey CR4 3LJ.*

Bikini briefs

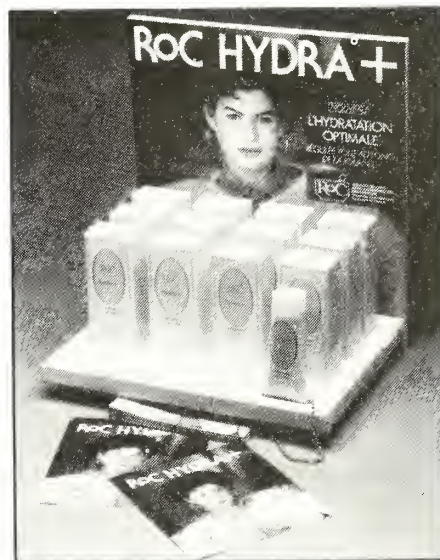
Newton Chemical are introducing a sachet twin pack of Bikini Bare depilatory cream and finishing cream (£1.49). Each sachet contains one application. Distributors: *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PI.*

Sense appeal from Windsor

Windsor Pharmaceuticals' £500,000 advertising and promotional campaign for Uvistat begins in May.

The 1987 campaign breaks away from the traditional "sun spot" image of the brand, and is based on sensible tanning and skin care. "Our research told us that most women cannot relate to what they see as impossibly tanned bodies in most sun prep advertisements," says group product manager Arlene Griffiths. "Since Uvistat has an ethical heritage and is sold only through pharmacies, we felt it appropriate to capitalise on the protective qualities which our products afford."

Advertisements will be featured in the women's Press, as well as specialist ski publications. *Windsor Pharmaceuticals Ltd, Ellesfield Avenue, Bracknell, Berks RG12 4YS.*



Roc are adding Hydra +, a daytime moisturiser, to their skin care range. The moisturiser (£9.95) is unperfumed, hypo-allergenic and contains a UV filter, says the company, which is supporting the launch with trial sizes and POS material. *Roc Laboratories UK Ltd, Avis Way, Newhaven, Sussex BN9 0JX*

Polo match

Prestige & Collections are introducing an aftershave repair balm (75ml, £15) to the Polo collection.

The cream is designed to freshen and moisturise the skin. It contains no alcohol and is designed for all skin types. *Prestige & Collections UK Ltd, 30 Kensington Church Street, London W8 4HA.*






SAVE £1.90
ON OUR
TOTAL SHAVING SYSTEM
Normal price £6.90
Now £5.00

ENRICHED SHAVING CREAM AND
AFTER SHAVING MOISTURISER

Skin Fitness after shaving moisturiser and shaving cream are being promoted in a banded pack (£5), which offers a consumer saving of £1.90. The promotion will be available to all Skin Fitness stockists for 2 months. *Skin Fitness Co Ltd, 13 Chester Row, London SW1W 9JF*

Insignia all-over discounts

Shulton are running a money-off coupon promotion on the Insignia range.

The coupons, appearing on creme shave and stick deodorant, fold out into five panels showing the whole range, and entitles the consumer to 25p off their next purchase of any Insignia product. In addition, the creme shave coupon offers a free Wilkinson Sword Profile swivel razor and three blades. Customers are asked to forward a self-addressed on-pack coupon plus a bar code from any size pack of Insignia after shave.

The promotions run until August 31, and Shulton will redeem coupons from retailers until October 31. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*

Britchem drive

Cosmatex Ltd will be displaying a £70,000 Lamborghini Countach, said to be the fastest car available, at Britchem this weekend, with their Lamborghini men's fragrance range.

In addition, Volvo will be offering the chance to win one of their cars. *Tabcon Marketing Ltd, The Courtyard, 14 Muswell Hill Road, Highgate, London N6.*

In for Trouble

Cussons are introducing a new carpet and upholstery spot cleaner called 1001 Troubleshooter, backed by a £450,000 advertising campaign.

Available in a trigger pack (£1.49, 500ml), the cleaner gives a spray-on foam with a deodorising fragrance and anti-resoil agents, and is vacuumed up when dry, says the company. It will come with a free carpet care booklet for the next three months, and be advertised with the rest of the range through the women's Press in the Spring, say *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

Tropical Spring

Chesebrough-Pond's are launching "Birds of Paradise" for Spring — a new range of colours in Cutex Perfect Colour cosmetics.

Using tropical, vivid colours such as yellow, turquoise, green, pink and blue, the collection includes an eyeshadow trio and duo (£2.75 and £1.90), a double-

ended eye pencil (£1.65), two mascaras (£1.95), a blusher (£2.50), three nail-polishes (£1.95 and £1.60) and three lipsticks (£1.80). It will be backed by counter units and POS material. Distributed by: *Chesebrough Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Removal service

Make-up stain remover is the latest addition the Stain Devil range.

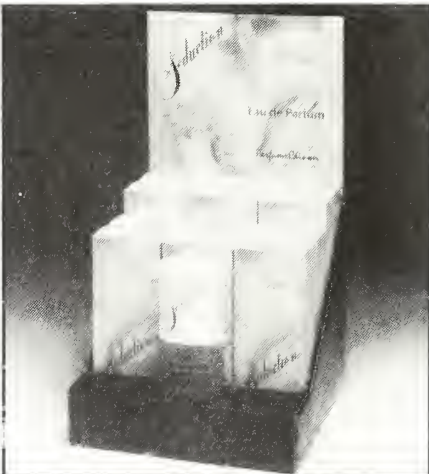
The new product (£1.15) is designed to remove cosmetics from fabrics. The company has also added LS3 (lutensol) to Stainsalts to get rid of grease marks. Distributed by: *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

Wholesale health

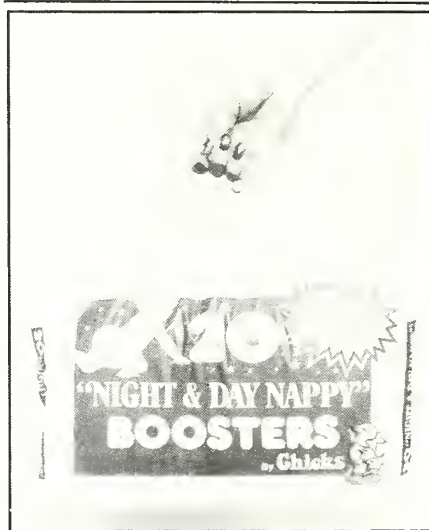
Fielding Wholefood Cash & Carry is a new outlet in South London, carrying stock from a range of manufacturers including Jordan's, Granose and Whole Earth, and a selection of dry produce to be sold loose or packed under retailers' own labels.

Fielding Wholefood Cash & Carry, Unit 7, Apollo Business Centre, 158 Trundeleys Road, London SE8 5JE.

Intercare have introduced a 36-tablet pack of Allereze plus (£3.35). *Intercare Products Ltd, 7, The Business Centre, Molly Millars Lane, Wokingham, Berks RG11 2QZ.*



Parfums Chinon are introducing Seduction, their first fragrance. It comes in one size, a 50ml eau de parfum spray (£6.95), and is offered in an introductory 12-unit merchandiser pack (£44.88 trade) with head board and a tester. Distributed by *Cosmetic Concessions Ltd, 197 Edgware Road, London W2 1EZ.*



Baby boost

Undercover UK have launched Chicks Nappy Boosters (20 £1.15), for use as a "nappy within a nappy", to prolong the "life" of a disposable or terry nappy, for example, overnight or on a journey. The product is also available through Numark chemists as Nappy Mates. *Undercover UK Ltd, Whitegate Industrial Estate, Wrexham Clywd LL13 8YR.*

ON TV NEXT WEEK



GTV Grampian B Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Granada A Anglia TSW South West TTV Thames Television BT TV-am	STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
Actified: All areas except Ulster		
Alberto Natural Silk: GTV, U, B, Y, HTV		
Askit powders: GTV, STV		
Atrixo: All areas, C4, Bt		
Belle Color: GTV, U, B, G, Y, C, A, HTV, TTV, TTT		
Benylin day & night: Y		
Benylin expectorant/paediatic: All areas, C4		
Dixcel toilet tissues: GTV, G, Y, C, HTV, Bt		
Dulcolax: STV, HTV, TSW, C4		
Empathy shampoo: All areas		
Fiesta kitchen towels: All areas, C4, Bt		
Johnson & Johnson baby shampoo: All areas		
Junior Paraclear: Y, C, TVS, LWT, TTV		
Lady Grecian 2000: STV, Y, TVS		
Lipcote: C		
Listerine: All areas		
Mu-cron: STV, G, C, HTV, TSW, LWT, TTV		
Nivea haircare: All areas		
Paracodol: All areas except TVS, Y, U, G,		
Peaudouce Babyslips: Bt		
Redoxon: STV, C, HTV, TTV, C4		
Ribena: All areas		
Robinson's babyfoods: Bt		
Robitussin: All areas		
Scholl's Lite Legs: G, LWT, C, TSW, Bt		
Settlers Tums: All areas		
Sinutab: All areas		
Strepsils: C, Y, TT		

A 90-tablet pack of Benadon 50mg (£3.89) will replace the 100-tablet pack when stocks are exhausted. *Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts.*

HOW MUCH DO YOU KNOW ABOUT FAMILY HEALTH?

FAMILY



HEALTH



What range of products provides all the family's day to day remedies and is used for a whole variety of minor ailments?



Which comprehensive counter medicine range features an attractive pack with its own distinctive 'family' symbol?



Which range is very profitable for you and comes with permanent discounts as well as seasonal promotions?



Which range is appearing in dominant spaces in the popular Women's Press?



So, which range will your customers be asking for by name?



Family Health.



Who supplies the Family Health range?



Vestric Ltd, Hills Pharmaceuticals Ltd, Mawson & Proctor Pharmaceuticals Ltd, Herbert Ferryman Ltd, Northern Pharmaceuticals Ltd.

**WHEN YOUR CUSTOMERS ASK,
BE READY WITH THE ANSWERS.**

Please contact your local AAH wholesaler for range and price list.



NATIONAL CONSUMER WOMEN'S PRESS ADVERTISING CAMPAIGN
FULL PAGE COLOUR AND MONO ADS. APPEARING FEB - JUNE IN PRIMA, WOMAN & HOME,
GOOD HOUSEKEEPING, WOMAN'S WEEKLY, TV TIMES, FAMILY CIRCLE.





In pride of place

- ▶ *APS, Your first name in generics.*
- ▶ *Your premier, British manufacturer dedicated to reliable personal service.*
- ▶ *Your strong and independent first choice in a competitive market-place.*

APS[®]

Approved Prescription Services





Hydrocortisone OTC — Evans join the fray

Evans Medical unveil their over-the-counter hydrocortisone preparation this week. Evacort contains 1 per cent hydrocortisone BP in a non-greasy, vanishing cream base.

Representatives go on the road this Monday and will be pre-booking orders for deliveries after the deregulation order removes hydrocortisone cream and ointment preparations in strengths up to 1 per cent from prescription control. The company says this is expected at the end of April.

The 15g Evacort pack will retail at £1.45 (15 £12.60 trade), but special introductory offers are available. Evacort is packaged in a retail display outer presenting it as the "New remedy for irritated skin", and highlighting its application for skin irritations, rashes, itches, bites and reactions to soap, detergent and jewellery. *Evans Medical Ltd, 318 High Street North, Dunstable.*

Happy hols

Windsor Pharmaceuticals are spending £¼m on advertising and promoting Enterosan this Summer. A national Press campaign, centering around the slogan "Reassuringly effective when tummy upset strikes", will launched in May. Throughout the year Enterosan will also be supported by a public relations programme, featuring John Carter, presenter of BBC Television's Holiday Programme. *Windsor Pharmaceutical Ltd, Ellesfield Avenue, Bracknell, Berks.*

On the carpet

Sapur carpet cleaning powder will be advertised on television for four weeks from March 9, in the London, Yorkshire,

HTV, TSW, Anglia, Central, Scotland and Grampian regions, and nationally on TVam. A poster campaign will run from March to May in the Central, Granada and Southern regions.

The product is now sold, marketed and distributed by *British Tissues Ltd, Lowlands House, 43 Lowlands Road, Harrow, Middlesex HA1 3BW.*

Leg it . . .

This year's Spring hosiery shades from Bear Brand are based around two themes; jungle brights and ice cream pastels.

The new shades — jade, poppy, royal, candy, pink ice, primrose, cream, sky blue, melon and pure white — come in three patterns — bows, petal and raindrops — as well as plain 15 denier (from £0.69). *Bear Brand, High Street, Bromley, Kent.*

. . . on TV

Scholl are backing Lite Legs support tights with a four week burst of television advertising breaking on March 2.

The commercial forms part of a £500,000 promotional spend and will be shown nationally on TV-am and on London, Granada, Central and TSW. The song featured in the commercial, "High heeled sneakers", which was originally a hit for Tommy Tucker in 1964, has been released in a new version by Scholl as a single and will be promoted through posters and mailers to record stores, radio pluggers and promotions through selected stores. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Emoform ads

Leo Laboratories are backing Emoform toothpaste with a £100,000 radio advertising campaign this year. It is the first advertising for the brand, which was launched last June, and the first burst will run for the next six weeks on Capital and LBC. And they are planning to continue advertising in London and in other regions later in the year. *Leo Laboratories, Longwick Road, Princes Risborough, Bucks HP17 9RR.*

JICA Beauty Products have produced a new counter display holding 12 Evian 150g facial sprays. Consumer leaflets and display cards are also available. *JICA Beauty Products, Island Farm Avenue, Molesey Trading Estate, East Molesey, Surrey KT8 0UZ.*

Double Saver is Simplicity

This week sees the start of what Kimberly-Clark say is the biggest on-pack promotion ever to support the Simplicity range of feminine hygiene products.

Called Double Saver, the promotion, which is timed to follow the latest burst of television advertising for the brand over the last two months, offers consumers the opportunity to obtain up to £2 worth of coupons redeemable against any Simplicity product.

Women buying any combination of packs representing a purchase of 40 towels and/or tampons can claim two 50p-off next purchase coupons, those sending in proofs of purchase from 60 towels and/or tampons can apply for four coupons worth £2. The company says the flashed packs will be available in-store until early May. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Two more Mirair

Chesebrough-Pond's are adding two new variants to their Mirair range of room fragrances.

Azure, packaged in blue and described as a clean, classic fragrance, has been designed specifically with bathrooms in mind, and Garland, packaged in yellow, is a crisp, refreshing floral fragrance designed to suit any room.



The launch of the new variants will coincide with five weeks of television support throughout March. This will feature an up-dated 30-second version of the original commercial, now including the two new fragrances. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks.*

Granose Foods have added a hazelnut variety to the vegetarian paté range (£0.82, 175g ring-pull can). *Granose Foods Ltd, Stanborough Park, Watford, Herts WD2 6JR.*



THERE'S LAXATIVES

AND THERE'S
DUPHAR LACTULOSE

Clear advantages for your customers

Lactulose is widely prescribed by the medical profession. They know that lactulose produces a change in bacterial populations more favourable to a normal bowel function.^{1,2,3} Unlike many laxatives which cause irritation and griping, lactulose has no serious side effects.⁴

That's why lactulose is prescribed for all kinds of patients from infants and pregnant women to the elderly.

Clear advantages for you

Duphar Laboratories, the manufacturers of Colofac, Serc, Influvac Sub-unit, and other valuable prescription medicines, will continue to support your important healthcare role in the community.

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lactulose solution BP

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PRESCRIBING INFORMATION: **Presentation** Lactulose Solution BP containing lactulose 3.35 gm per 5 ml. Available in bottles of 300 ml and 1 litre and plastic containers of 5 litres. Basic NHS price £2.61, £7.73 and £38.45. **Indications** 1. Constipation. 2. Hepatic encephalopathy (Portal systemic encephalopathy); hepatic coma. **Dosage and Administration** Constipation: Starting dose - Adults 15 ml twice daily. Children 5-10 years 10 ml twice daily. Children under 5 years 5 ml twice daily. Babies 5 ml daily. Hepatic encephalopathy: 30-50 ml three times daily, and adjust according to response. **Contra-indications, Warnings, etc.**

Contra-indications: Galactosaemia. Gastro-intestinal obstruction. **Precautions:** Lactose intolerance. **Product Licence Number** 0512/5001.

References: 1. Florent C. et al. J Clin Invest 1985; 75: 608-613. 2. Palmie P.E. Therapiewoche 1980; 3: 4045-4049. 3. Hoffman K. et al. Klinische Wochenschrift 1964; 42 (3): 126-130. 4. Sanders J. J Am Ger Soc 1978; 26 (5): 236-239.

Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton SO3 3JD. Tel. 0703 472281.

duphar

NPA warns again on Inderal mix up

National Pharmaceutical Association members are again to be reminded of the high risk of error when dispensing Inderal LA and Half-Inderal LA.

Concern was expressed at last month's NPA Board meeting, about the dispensing errors arising from confusions between the two products, and the CDA had on its files several claims resulting from such errors. There were risks because of badly written prescriptions and because the pack was poorly designed. The NPA had already made representations to ICI about the product names and it was agreed the office should again urge the company to change the name of Half-Inderal LA.

Health care in the High Street The Society Council has agreed to the Board's suggestion that a leaflet be produced on the safe use of medicines and the role of the pharmacist. This leaflet would be distributed through the "Health care in the High Street" project. Council had agreed to contribute up to £6,000 towards the cost and the Board agreed expenditure of £6,000 from the NPA PR budget.

Calamine A letter from Northumberland LPC reported an instance where a child had been given a dose of calamine lotion in mistake for mist kaolin pro infant. The LPC asked the NPA to consider taking this up with manufacturers. The point was made

that there was no longer any requirement for calamine lotion to be sold in fluted bottles. Demand for them had therefore fallen, the price had risen and their use had consequently declined. Nevertheless, the Board agreed that liquids intended for external use only should be in bottles recognisable by touch.

Sort out Sunday The Board decided that the NPA's position on Sunday trading should remain unchanged, that is that any legislation should do no more than remedy anomalies in the present Shops Act. The Sort Out Sunday, SOS, campaign was gaining momentum and claimed to have majority support in Parliament. The SOS lobby were proposing that Sunday trading should be permitted for DIY and gardening products, but the Board believed that these classes of goods would be impossible to define, resulting in a Sunday trading "free for all".

Duty to trade fairly After considering the Office of Fair Trading's consultation document, the Board concluded that the criminal and civil law already provided sufficient means for protecting the consumer. Since relatively few traders gave cause for concern it was decided to inform the Department of Trade and Industry that the imposition of an extra duty upon all to trade fairly, supported by a Code of Practice, was unnecessary.

Rates reform The Board was generally in favour of the Government's proposals to reform the rating system for England and Wales. Domestic rates are to be replaced by a flat rate community charge and a collective community charge. Non-domestic rates would be maintained but set nationally at a uniform poundage for the whole country. The National Non-Domestic Rate (NNDR) was to protect businesses as the large variations in rates from area to area damaged economic efficiency and distorted competition.

Unfair to women? The Board considered a consultative document "Legislating for change", about sex discrimination, published by the Department of Employment. The Board agreed that consolidation of the Sex Discrimination Act and the Equal Pay Act would result in a better understanding of legislation by employers and thus help prevent unintentional discriminatory offences. The Board supported strongly the proposal that all individual cases be heard by industrial tribunals presided over by a chairman who had received special training and including lay members with appropriate experience. It was felt that a statutory minimum award of compensation would not be necessary as compensation would progress to realistic levels if jurisdiction was transferred from the county courts.

Dispensing technicians course Application forms will be available from July and August and the course will commence in September. Ailsa Benson, training officer, recommended that all students should first have had a year's experience in pharmacy and completed the staff training manual course and task sheets.

Savings for members The average total amount saved by NPA members through the business aids department was nearly £44 per pharmacy in 1986, taking into account the cash rebates during the year, the discounts on items purchased through the general account and other discount offers.

EEC matters Bob Worby, treasurer, reported on the meeting of the EEC Pharmacy Group Executive held in Brussels the previous day. There was still no sign of the necessary implementing legislation for the pharmacy directive which was to be effective by October 1. It was understood that the Pharmaceutical Society was pressing the matter with the DHSS.

The working party of representatives of the 12 governments (COREPER) had now agreed to the text of Article 2 of the EEC on Higher Education Diplomas. The final version now excludes professions which are "the subject of a directive establishing arrangements for the mutual recognition of higher education diplomas by member states". Hence the "Prag Amendment" which stipulates that non-nationals will not be allowed to open new pharmacies remains live.

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Referenda not the right answer

The idea of using referenda has recently been raised in the pharmaceutical Press (*C&D*, February 7, p198). As an idea, it is seductively attractive, but some of its more subtle consequences should be explored before any firm opinion is reached.

The basic concept dates back to those Peloponnesian states which are generally regarded as the foundation of Western democratic ideas. The city state of Athens is usually quoted as the prime example. Issues of major importance were decided, not by the elected representatives on the City Council, but by the enfranchised populace as a whole, meeting in assembly.

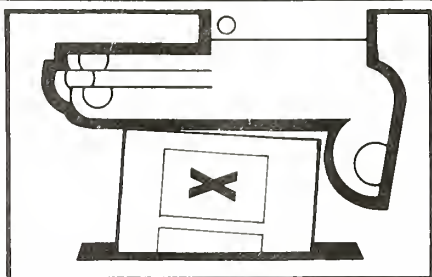
Two points frequently overlooked by the devotees of mass democracy are worth remembering. The enfranchised population was not the same as the whole population, for large sections were deliberately disenfranchised, and voting took place only in the assembly. The average Athenian voter was willing enough to attend, but was liable to public arraignment and a substantial fine if he declined to do so. This was a shrewd move by the architects of the constitution, for it at least ensured that all those entitled to vote had to listen to the debate before casting their ballot.

That would not be the case with a referendum. No doubt it would be preceded by a vigorous debate at both local branch and national Press level; but the essential point is that no voter would need to take part in it, heed it, or even think about the issues involved if he chose not to. Making a mark on a piece of paper and posting it off in a reply-paid envelope is all that would be strictly required. Democracy is no different from any other worthwhile aim in that to be successful, it must be worked at by all concerned, including the usual non-voter as well as the activist.

The referendum is often proposed as the ultimate answer to the problem of democratic participation, as was the case with Alan Nathan's recent *C&D* article. In practice, it would probably fall a long way short of those fine aspirations, unless the concept of democracy involved is merely a question of obtaining the greatest possible head-count. For a true mass democracy, rather more complex aims must be involved, and it is hard to see how they would be served by a process which would do little more than reflect the majority prejudice.

This is an inherent tendency of all referenda, and is re-inforced by the very nature of the process. To be realistic and workable, all such polls have to ask simple basic questions. Should the UK join the EEC? Does Ulster accept the Anglo-Irish

Wellington pharmacist Robert Dudley argues that answers to many of pharmacy's dilemmas cannot be found by referenda.



Agreement? Or, within pharmacy: "Should there be contract limitation?" All are broad and fundamental questions, which demand broad and fundamental answers. Such an approach is probably acceptable for the first two questions, but it is certainly not acceptable for the third. A broad-canvas question is inappropriate for resolving complex and difficult situations.

Question time?

Posing the question of limitation in such a way diminishes it to a numerical struggle for supremacy between the self-interest of those already in contract and the potential self-interest of those not at present in contract. That does a grave disservice to the integrity and intelligence of those many pharmacists who realise that far wider implications are at stake for the long-term future of their profession. They would have to answer either "Yes" or "No", when most of them would probably wish to answer "Yes, but . . .". And it is the "but" that all the arguments have been about.

The pitfalls do not end there. It is well recognised that if you are careful enough in your selection of both wording and constituency, you can achieve whatever result you choose. There are a number of recent examples in history which demonstrate cynical exploitation of just those possibilities. As a political (or manipulative) technique, the referendum is just as much favoured by demagogues as it is by democrats. There are good reasons for that, and we should be very wary of them.

There are problems within the pharmaceutical body politic, but they will not be solved by mere tinkering with the mechanism. Something rather more fundamental is required than simply shoving a spanner into the works to see which nuts we can shift. Democracy, in whatever its final chosen form, is founded solely and solidly

upon knowledge. If you do not know all of the facts, you are in no position to effect a decision. It is in precisely this area that most of pharmacy's problems begin. And since this kind of knowledge is acquired rather than inherited, it must first be both transmitted and received. The fundamental problem becomes one of communication.

It is a two-way process, and it requires an input of effort from both sides. Too often people complain that they do not *know* — meaning they have not been loudly told — when all the facts are available for those who actively seek them. Democratic participation is a privilege, and it entails obligations.

Branch activism . . .

It is not necessary to be a branch activist to keep up to date with contemporary developments, and even to take a part in any debate. It will, however, require effort and commitment. If the reply to that is to say that enough time is already spent immersed in pharmacy during the working day and that off-duty one's time is one's own — fair enough. But do not then complain that no-one takes any notice of your views. It is not sufficient to argue that the individual is entitled to be consulted on everything, regardless of any lack of activity on his or her part, simply because the retention fee is paid each year. That view places a low value on hard won democratic rights. There are no rights without equal responsibilities.

But in the end, the greater effort at communication must come from *them*, the Establishment, and particularly the elected members of it. They have put themselves forward to try their hand at improving matters generally, and they alone are in a position to effect real changes. Unfortunately, the level of real and effective communication which devolves down from the apex to the roots would be pitiful if it were not so disturbing. The responsibility for this must rest with the few in power rather than the many who are simply governed. It must surely be possible to improve those levels of communication — in both directions — and so perhaps catalyse an improvement in general levels of knowledge and commitment to our profession. Less simplistically attractive but ultimately a far more potentially rewarding path to follow than the *cul de sac* of the referendum.

It would seem that the will to effect some real and valuable changes does exist. Perhaps one or two of the newer members of Council will give this critical area some thought, and let us have the benefit of their views. They should certainly make interesting reading.

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Relifex is available direct from Bencard, or from your usual wholesaler.

Basic NHS price: £ 15.68 per pack of 56 tablets.

▼ PRESCRIBING INFORMATION

Indications: Osteoarthritis and rheumatoid arthritis requiring anti-inflammatory and analgesic treatment

Dosage: *Adults* Recommended daily dose is 1g nocte. For severe or persistent symptoms or during acute exacerbations an additional 500mg – 1g may be given as a morning dose. *Elderly:* Daily dose of 1g should not be exceeded. 500mg may give satisfactory relief. *Children* No clinical data to recommend use.

Contra-Indications: Active peptic ulceration. Severe hepatic impairment (eg cirrhosis). Hypersensitivity to the drug. **Pregnancy and Lactation:** Safety in human pregnancy has not been established. Relifex is not recommended during pregnancy

or in mothers who are breast feeding. **Precautions:** Patients with aspirin hypersensitivity may react similarly to nabumetone. Patients with a history of peptic ulceration should be regularly reviewed for recurrence of symptoms. Consider dosage reduction in impaired renal function. Dosages of concurrent oral anti-coagulants, hydantoin anticonvulsants or sulphonylurea hypoglycaemics, may need to be reduced. **Side-Effects:** Side-effects include diarrhoea, dyspepsia, nausea, constipation, abdominal pain, flatulence, headache, dizziness, pruritus, rash and sedation. **Presentation and Basic NHS Price:** Square plastic bottle of 56 tablets. £ 15.68. Each tablet contains 500mg nabumetone. PL38/0301 P.O.M.

REFERENCES: 1. Boyle, E. A., and Mangan, F. R., J Pharm Pharmacol, 1982, 34 (9) 570-575. 2. Mangan, F. R., et al, Proc Conf on New NSAIDs. Criteria for Therapeutic Selection, San Diego 1986. Abstract and Data on File. 3. Jenner, P. N., and Johnson, E. S., Ibid. 4. Jackson, R., Ibid. 5. Roth, S. H., Ibid. 6. Greb, W. H., et al., Ibid.

Further information is available from Bencard, Brentford, Middlesex TW8 9BD

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A NEW IMAGE FOR HERBAL REMEDIES



Calendula officinalis (Pot Marigold) courtesy of Weleda (UK) Ltd. used chiefly as a local remedy, has antiseptic, anti-inflammatory, and vulnerary properties, and has been used to treat chronic and slow-healing ulcers, boils, eczema, and as a mouth wash, say Weleda.

If you happen to know an English-speaking Chinese expert on herbal medicine, then Dr Len Mervyn would be grateful for his or her name.

The Chinese lead the world in herbal lore — there is even an adviser to the Chinese government on the subject — and now they have started properly conducted scientific trials into their effectiveness, says Dr Mervyn. But the wealth of information possessed by the Chinese from centuries of use and the current new research is denied to the West, simply because the documentation is in Chinese. Which takes us back to the beginning. If you happen to know...

That information would be invaluable to Booker in its present task of compiling all the available data supporting the efficacy of the herbs contained in its Heath and Heather, and Healthcrafts ranges. For such evidence is required by the Committee on the Review of Medicines, which is scheduled to complete a review of all herbal products under the Medicines Act 1968, and EEC directives, by 1990.

There are currently around 1,000 herbal medicines which are licensed by the Committee on Safety of Medicines, but most of these were obtained as Licences of Right in 1972. The products were never actually tested for safety and efficacy, and this information is now necessary if they are to be granted full product licences. They fall into two categories under The Medicines (Labelling and Advertising to the Public) Regulations (SI 1978 no. 41).

Herbal remedies have always had their devotees. The little old lady who swears by dandelion for her "waterworks"; the aspirants to the "Good Life" who distrust anything modern — especially drugs. But the Committee on Review of Medicines' current review of these remedies may result in their wider appeal. Booker Health's technical director, Dr Len Mervyn explains.

For Schedule 2 herbal products, whose indications are acceptable for advertising to the public, bibliographical evidence on the use of the active ingredients they contain in identical or similar disease states will be accepted by the Licensing Authority in an application for a full product licence. If the licence is granted then the label must bear the statement: "A herbal remedy traditionally used for the symptomatic relief of..."

Schedule 5 covers those herbal products with applications not suitable for advertising to the public. Here the Licensing Authority will require additional evidence from clinical trials. Obviously, because of the small volume and turnover of these products, as well as the difficulty in obtaining reproducible results, conducting clinical

trials would not be worth the time and effort involved by the companies who market them, says Dr Mervyn. He predicts that herbal medicines falling into this category will disappear.

The majority of Booker's herbal remedies are Schedule 2. They are suitable for OTC sale to treat self-limiting conditions. The one or two more potent products that are Schedule 5 are being withdrawn by the company or reformulated to bring them into Schedule 2, he says.

The submissions have to be completed by August for a few companies, and work is progressing well, according to Dr Mervyn. The company is working closely with the British Herbal Medicine Association in its literature searches.

In addition to the data on safety and efficacy, the Licensing Authority will have to be satisfied with the manufacturing and quality control procedures employed by the company. And it is here that some manufacturers will face problems, warns Dr Mervyn. Most herbs are imported and their quality can vary dramatically, and consequently they can be very difficult to assay. But he welcomes the opportunity that the CRM's review has provided for improving QC procedures. "We have used the opportunity to delve much deeper into the technical aspects of our products. With full PL requirements will come better QC," he says.

Another advantage of full PLs will be a chance to put more specific information on

Continued on p402



continued from p401

labels. And pharmacists will be happier too, says Dr Mervyn, because they will be selling products with acknowledged evidence of their safety and efficacy.

But he is doubtful it will expand the market with new, because of the problems involved in meeting the more stringent requirements of PLs. "No more than half a dozen herbal remedies have full licences at the moment — that is products that have been introduced since 1971," he says. But that is not to say that herbal remedies market does not have a bright future. "Licensing herbals will bring them respectability. It will at long last bring them into the 20th century.

"I don't expect we will see the return of the traditional herbalist, but there will be increased interest in, and use of herbal medicines by health-care professionals."

And they may meet the needs of an increasing number of people who are disillusioned with modern medicines, and are not prepared to suffer unpleasant side-effects when there might be a more natural alternative available. The '80s preoccupation with a healthier lifestyle could well have a spin-off for herbal medicines too.

A healthy future?

The Government's concern with preventing illness by promoting a healthier lifestyle is soundly based on economic principles — reducing NHS expenditure. Such a philosophy, however altruistic, is good news for the health food sector, and pharmacies will continue to enjoy "useful" business.

The health food sector was worth an estimated £190m in 1986, and will continue to grow until 1990 when it will level out at around £270m, predicts Health and Diet Food's marketing director Gordon Amos. Some 25 per cent of the population will regularly visit health food stores in 1990, he says, when the number of stores will have reached their saturation point at around

1,950 — in 1985 there were 1,500 stores.

Mr Amos believes wholesalers will remain important in the distribution chain, largely because of the dominance of Brewhurst, with 35 per cent of the market, their exclusive distribution to Holland and Barret's 200 stores, and Real Fare.

The grocery multiples now account for 45 per cent of the trade, and will grow to 53 per cent, at the expense of the other sectors, particularly the healthfood stores, he predicts. Boots will be important as a relatively large buying unit, but is unlikely to become a major force in the market, representing 15 per cent of overall turnover.

Gordon Amos says those independent pharmacies which offer a comprehensive selection rather than isolated lines will benefit most from the healthfood boom, and their share is likely to remain at around 15 per cent — or approximately £40m at trade prices. Other outlets, including drugstores, account for 10 per cent.

Watch your backs!

Vitamin and mineral supplements have their roots in the pharmacy. But just as the "boom" in this sector really takes off, it is the supermarkets who are grabbing the initiative, says the latest Retail Business report.

Supermarkets have only recently begun to show an interest in this market now worth around £80m — of which there is a £60m share for single and multi-vitamins and £20m

for other dietary supplements. But they have now begun significant stocking and such grocery sales have "enormous potential," warns Retail Business. In 1985 these outlets accounted for only 8 per cent of the distribution, but they are the fastest growth area, estimated at 25 per cent over the year.

Retail Business reports that the major dietary concerns of the early '80s — lack of fibre, excess fat and sugar — will be replaced by concern over the effect that modern preserving techniques have on the vitamin and mineral content of foods. Some research indicates that they have a detrimental effect, other workers are more

sceptical. Whatever the truth, it is an ideal environment in which to market

minerals and vitamins, says the report. At least one-fifth of households in the UK now buy supplements.

Substantial growth in the sector has taken place in recent years although figures for 1986 suggest it is slowing down to just under 10 per cent. Current value growth is also reported to have outstripped price increases which reflects the increase in volume consumption, Retail Business says.

Within the health foods sector, vitamins, minerals and dietary supplements continue to be a strong proposition for the future. However, pharmacists must build on the advantages they have already — particularly with vitamins — as awareness spreads into the mass market.

The Retail Business Market Report on Vitamins and Dietary Supplements no. 348 is published by The Economist Intelligence Unit, 40 Duke Street, London W1A 1DW.

The multivitamin and single vitamin sector by segment, 1985

	Value £m	Share % of sales
Multi-vitamins	39	65
Single vitamins	21	35
Vitamin C	7	11
Vitamin B single	5	9
Vitamin E	4	7
Vitamin B complex	4	6
Other	1	2

Retail Distribution of vitamins and other dietary supplements, 1985.

	% of value
Boots	35
Other Chemists/drugstore	23
Health food stores	31
Grocers	8
Other	3
Total	100

source: Retail Business Market Reports no. 348, Feb '87.

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A Berry a day . . .

Seven Seas Health Care are moving into a new sector with Seven Seas Berries — chewable, fruit-flavoured "berries", containing zinc, calcium, or iron.

The Berries are available in three flavours. The strawberry flavour (£1.99) contains 500mg of calcium and 6.25 mcg of vitamin D. The citrus-flavour berries (£2.45) contain 12mg of iron, and 30mg of vitamin C, while the blackcurrant berries (£2.49) contain 4mg of zinc and 90mg of vitamin C. The recommended daily dosage is one berry daily for the calcium and iron berries, with a maximum of three daily of the zinc berries during the "cold" season. Aspartame and saccharin are used as sweeteners.

Sales in the "chewable minerals" sector are growing faster than any other in the total market, the company says. Sales for 1986 were 70 per cent up on the previous year, and the company predicts that demand will continue, fuelled by widespread publicity on the need for dietary supplements on television and in the Press. The Berries have been formulated to meet that demand, say

A "juicy" alternative from Seven Seas.



Seven Seas.

Test-marketing the product involved a sample of 300 users and non-users of supplements. Over 75 per cent liked the product, the taste, and particularly the presentation, report Seven Seas.

Promotional support for the Berries

includes counter and shelf-display units, and consumer leaflets explaining the need for mineral supplementation, all available from company representatives. A £400,000 media campaign backs the Berries and other Seven Seas supplements and includes national television advertising.

Happy herbal

The Seven Seas herbal range was launched just over a year ago, and the company says it has exceeded expectations with rate of sales doubling since the launch. Distribution of around 60 per cent has been achieved in UK pharmacies.

From the end of March information sheets for each product will be available listing dosage, usage, ingredients, contra-indications, and possible side-effects. Advertising will support the campaign in the womens' Press, while the Restful Night tablets will be featured separately. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Thames Hull HU9 5NJ.*

Seasonal success

New Era report a steady increase in the number of pharmacies stocking their biochemic remedies. Sales growth has come mainly from their seasonal products, Combination J, and Q, and H.

Advertising this year involves a £300,000 spend in the national media, and the health and womens' Press. Höfels garlic pearles will be advertised nationally for the first time in selected colour supplements, *The Radio Times*, and the womens' Press. *New Era Laboratories Ltd, Hendon Road, Marfleet, Hull HU9 5NJ.*

Healthy Growth

Lifepan Products predict healthy growth for the health supplements market, which is showing an annual increase of around 15 per cent, says the company. The reason for growth is largely due to regular Press coverage and more advertising and promotion, say Lifepan. They estimate that the market through pharmacies alone could be worth £100m, and suggest that growth here is faster than the market in general.

There are more than 50 products in the Lifepan range which are free of sugar, sodium, artificial flavours, colours and preservatives. Most are suitable for vegans and do not contain yeast, say Lifepan. Plans for 1987 include an advertising campaign and special product promotions. *Lifepan Products Ltd, Elizabethan Way, Lutterworth, Leicestershire LE17 4ND.*

Chemist & Druggist 7 March 1987

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features of Efamol — special production techniques, continuing research in top UK Medical Schools, and an extensive range of products for most dietary requirements, and you can see why so many people choose Efamol.

So why not look at the range and make your choice.











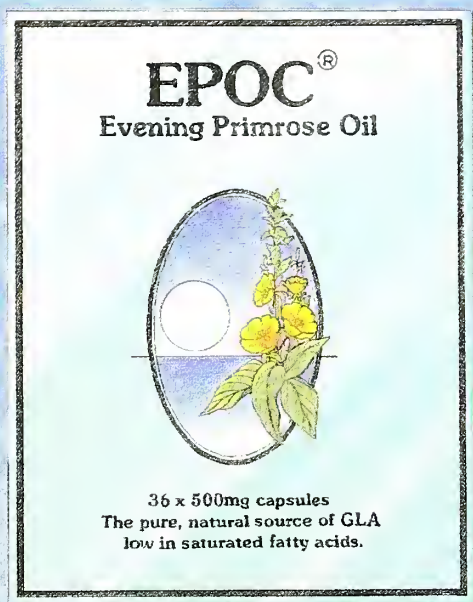




*Efamol is high in polyunsaturates and low in saturates

Distributed for Efamol Ltd by Britannia Health Products Ltd, Forum House, 41-75 Brighton Road, Redhill, Surrey RH1 6YS

Telephone Redhill 73741 Efamol® and Z are Registered Trade Marks of Efamol Ltd Ref BH053/14/106



Goodness.

The natural medicinal properties of the Evening Primrose plant and its seeds were first recognised hundreds of years ago by the North American Indians.

Today, modern scientific research indicates more precisely that it is the high content of Gamma-Linolenic Acid (GLA) in Evening Primrose Oil that helps to promote many of the body's metabolic processes—including cell growth and regeneration, regulating blood pressure and cholesterol levels, and maintaining healthy skin.

EPOC®
Evening Primrose Oil

EPOC UK Distributors:
De Witt International Ltd
Seymour Road, London Tel: 01 539 3334



Clinical support for Efamol?

The Efamol range, marketed by Britannia Health Products, will be advertised in leading health publications throughout the year; *Here's Health*, *Health Express*, *Yoga Today*, *Mother and Healthy Living*

Repackaging of the entire range was completed in January with colour banding to distinguish the different constituents. A new POS leaflet "Efamol — essential facts you need to know", is now available together with "Coping with your periods", from Pharmagen or direct from Britannia.

Research into Efamol in 1986 resulted in publication of papers on its use in diabetic neuropathy and rheumatoid arthritis, and new work is expected on eczema, PMS, and alcoholism, says marketing director, pharmacist Maxwell Noble. He predicts an eventful year for the company in 1987: "The solid base achieved over the last four years will be built on by the high level of clinical research on the product. Pharmacists will be able to recommend it with confidence." *Britannia Health Products Ltd, Forum House, 41/75 Brighton Road, Redhill, Surrey RH1 6YS*

Larkhall's pharmacy taskforce

Larkhall Laboratories are spending £500,000 on their Cantassium vitamin, and Tandem IQ ranges this year, they say.

Business has shown a steady increase in the last twelve months, say Larkhall who claim that pharmacies are an increasing part of that market. But the company believes pharmacists have failed to grasp the growing interest in natural products and the public's concern about additives. It has appointed new representatives with special responsibility for the pharmacies. Larkhall will complete the repackaging of some of their products this year and will exhibit at The Ideal Homes Exhibition for the first time. *Larkhall Laboratories, 225 Putney Bridge Road, London SW15 2PY.*



Vitalia underground

Vitalia will capitalise on last year's advertising campaign in London, with a further prolonged burst on the tube, says managing director Mr Pradip Patni, with a doubling of the 1986 spend.

Repackaging of the range is now complete, with each pack bearing a "quality guarantee symbol" indicating freedom from preservatives, additives, colourings, and artificial flavourings. Free shelf-display racks will be available to pharmacies (see picture).

Mr Patni says the company will continue its policy of pharmacy-only distribution because he believes the public sees pharmacy products as having a "quality image". *Vitalia Ltd, The Green, Potten End, Berkhamsted, Herts NP4 2QH.*

Booker's experience

The Healthcrafts range of vitamins and mineral supplements showed a 21 per cent increase in sales through pharmacies during 1986, say Booker Health Products. Strongest performance came from chewable multivitamins and vitamin E, closely followed by vitamin C, B complex, and iron plus, say Booker.

The range is aimed at the "more experienced vitamin and mineral user" with individual and combination vitamins in several potencies, and single or multi-minerals in gluconate or chelate form. Marketing manager A.J. Cook says: "Single vitamins are the key growth area, and vitamin B6 is one of the fastest growing, currently increasing sales by 52 per cent per year. Vitamin E is also doing well increasing at a rate of 18 per cent a year."

The 1987 advertising campaign includes a film advertising spend and culminates in the current double page spreads in the women's Press. Booker estimate that between February and May there will have been 17.8 million opportunities for consumers to see the Healthcrafts advertisements.

Health foods are a stronger proposition for pharmacists now that a healthier lifestyle is in vogue, and pharmacists are in the position of being able to offer natural products without being labelled with a "crank" image. In particular the herbal teas market is "booming", says the company, and currently shows a 45 per cent growth rate. The Heath and Heather range was expanded last year to include a range of blended herbal teas, and Booker claim they lead the market with the first ever consumer advertising for herbal teas. Around £200,000 worth of Press advertising appeared in the Summer and Autumn and sample packs were launched at the same time to "introduce a new generation to herbal teas". As a result Heath and Heather maintained its place as brand leader, say Booker Health, Healthways House, 45 Station Approach, West Byfleet, Surrey.

Blackmore's Balm

Blackmores Laboratories are adding a Cornflower Eye Balm to their range, available from March 23. The water-based gel (£3.20, 30g) contains distilled extracts of cornflower, eyebright and arnica.

The company says 1986 market trends show an increase in sales of natural skin and hair products, while the recent publicity on *Candida* infections and calcium deficiency have boosted sales of Acidopholus and Bio-calcium.

New information leaflets and testers will be available in selected stores. A "new look" for hair care and beauty products is planned for later in the year, say Blackmores. Advertising will be in *Reader's Digest*, *Woman and Home*, *Weight Watchers*, *Slimming*, *Cosmopolitan*, *Hair Care*, and *Mother and Baby*. Blackmores Laboratories Ltd, Unit 7, Poyle Tech Centre, Willow Road, Poyle, Colnbrook, Bucks.

Kalm spend by Lanes

G.R. Lanes claim distribution levels of more than 80 per cent in independent chemists for their Kalms tablets. The product is supported by a £200,000 campaign with advertisements in six national dailies, five Sunday papers, and the *TV-Times*. POS material includes shelf-strips and show cards.

The aim in 1987 is to further increase distribution by 10 per cent, says marketing manager Vere Awdry, and to get the vitamin and mineral supplements stocked by more independent pharmacies. There are currently around 300 chemists stocking Lanes brands, the company says, with top-sellers Maxi-vit, Top C and Forti-Vite. Glanolin is being supported by colour advertising in the women's and health Press.

The company also predicts increasing popularity for herbal and plant extract drinks, as people seek alternatives to coffee and tea containing caffeine. G.R. Lane Health Products Ltd, Sisson Road, Gloucester GL1 3QB.

Quest in the press

Quest Vitamins this month launch a major promotional campaign for Gammaoil Premium. It includes advertising in the women's Press, such as *She*, *Family Circle*, *Cosmopolitan*, and *Options*, highlighting recent clinical trials.

New POS material and full details are available from Quest Vitamins (UK) Ltd, Unit 1, Premier Trading Estate, Dartmouth Middleway, Birmingham B7 4AT.

Chemist & Druggist 7 March 1987



Precious it may be. To the growing number of people who make EPOC Evening Primrose Oil part of their life, it's most certainly a valuable aid to living with a better feeling.

To you, it's undoubtedly profitable. You'll be surprised just how much. But with attractive packaging for maximum impact and the effective support of advertising and promotional point of sale, it's hardly surprising that EPOC Evening Primrose Oil is the one that people ask for by name.

EPOC Evening Primrose Oil – natural goodness, naturally profitable.

EPOC®
Evening Primrose Oil

EPOC UK Distributors:
De Witt International Ltd
Seymour Road, London Tel: 01 539 3334





Calcia launch

E.G. Marketing are introducing a new calcium supplement, Calcia, aimed at the growing market of women concerned about calcium deficiency and osteoporosis. The tablets also contain vitamins A, B1, B2, B6 B12, folic acid, C and D. Calcia will retail at £2.49 per bottle for a 30-day supply (90 tablets). The trade price is £8.70 for a case of six.

The launch is supported by advertising in the women's Press, and an information leaflet is included in each pack, or available direct from the company.

Sales of the Red Kooga range of multi-vitamins and minerals were up almost 70 per cent on 1985 levels, with what is described as "significant gains in distribution" by the company. Superdrug ordered the brand for the first time last year and now accounts for around 20 per cent of the multi-vitamins turnover. Sales to Boots were up 34 per cent, and to Brewhurst up 17 per cent.

Repackaging, advertising and promotional support are being planned for later this year. E.G. Marketing, Pork Rood, Overseal, Burton-on-Trent.

Sanatogen Library

Fisons have launched a new consumer information service, the Sanatogen vitamin library, with publication of a booklet "All you need to know about vitamins and minerals for children".

The company is running a special consumer promotion for their childrens' range until April. The 16-page colour booklet explains the role of vitamins in the growth and development of children, says the company. It is the first in a series of the Sanatogen Vitamin Library. Copies are available from Fisons representatives or by writing to the Sanatogen Vitamin Library, Freepost, Northampton NN3 1BR.

Arkopharma first

Arkopharma have introduced a range of herbal products available through pharmacies. Full details available from Arkopharma (UK) Ltd, Exchange House, Hindhead Road, Hindhead, Surrey GU26 6AA.

Granose grows

Granose Foods will increase their sales force by 25 per cent in 1987 to meet the public's growing demand for healthfoods and vegetarian products, says the company.

The range is also expanding with new organic baby foods which are gluten-free, lactose free, and free from preservatives and additives, added sugar and salt. Available in 190g jars in eight varieties, the baby foods retail at £0.83. The new products join the 41 other lines introduced since 1984. Updating and relabelling of the entire range is also planned. Granose Foods Ltd, Stanborough Park, Watford, Herts WD2 6JR.

Lifetrees' teatime

Six new herbal teas join the range of natural products from Lifetree Ltd. Angel Glow, Deep Sunset, Happy Calm, Honeymint, Lemon Glade, and Nine Herb Cordial come in boxes of ten individually wrapped bags (£1.25); each bag provides two cups. Other products include essential oils, vegetable oils, floral waters, olive oil, soaps and vapourizers. Lifetree Ltd, PO Box 20, Llandridod Wells, Powys, Wales LD1 6DF.

Modern health in chemists

Modern Health Products say 1986 saw national distribution established to the chemists' trade of its Vecon vegetable stock paste, Natex low salt yeast, and the herbal tranquiliser Sunerven. Support this year includes increased spending on consumer advertising in *She*, *Good Housekeeping*, and *Woman's World*. Modern Health Products Ltd, Davis Road, Chessington, Surrey, KT6 9TH.

Burger's Direct

Direct Foods has introduced a 100g sachet of its 5 grain burger mix (£0.59) which provides four savoury burgers free from artificial additives, preservatives, colourings and animal fats.

The company is now offering a personal food habit analysis when consumers send in £3.75, plus an empty pack or flap from a Direct Food Product, to Lifeline Nutritional Service Ltd, Lindpet House, 7 Market Place, Grantham, Lincs. Direct Food Ltd, 20 Lavant Street, Petersfield, Hants GU32 3EW.

A meatless future?

Three and a quarter million people in the UK have given up red meat or eat it rarely, and a further 16 million are cutting down, according to the latest Gallup research commissioned by The Realeat Company. The reason is the public's increasing health awareness, reflected in a "dramatic" sales increase in their meat-free veggieburgers and veggiebangers, say Realeat.

The marketing programme planned for 1987 includes advertising in the women's Press, regional poster sites, and a major on-pack promotion in the Autumn, says the company. The range is available through Jenks Brokerage and Brewhurst Healthfoods. The Realeat Company, 2 Trevelyan Gardens, London NW10 3TY.

Health and Diet trio

Health and Diet Food have three new products scheduled for launch in March and April; Formula zzzz (£2.20, 30), herbal capsules for bedtime, and F-Oil fish oil capsules (£3.39, 30).

Around £350,000 is committed to advertising in the women's Press, featuring Waterfall, Trim 8, Head High, and About Face, say the company. On the foods side, Luaka decaffeinated tea, Holly Mill cereals, and the Slymbrand range will be promoted. Titles include *Cosmopolitan*, *Good Housekeeping*, *Woman's Journal*, *Options*, and *Woman's World*, with major concentrations in the Spring and Autumn months. Health and Diet Food Company Ltd, Seymour House, South Street, Godalming, Surrey GU7 1BZ.

Pharmacy profit from slimmers

Crookes Products say the slimming market through pharmacy outlets increased 78 per cent in 1986 over 1985 in volume terms. The Crunch N'Slim biscuit range saw sales up 14 per cent, with the hazelnut and sultana variant accounting for 40 per cent of volume sales, says the company. An "extensive PR programme" is planned for this year to increase awareness and promote trial. Crookes Products Ltd, PO Box 94, 1 Thone Road West, Nottingham.

Soya first

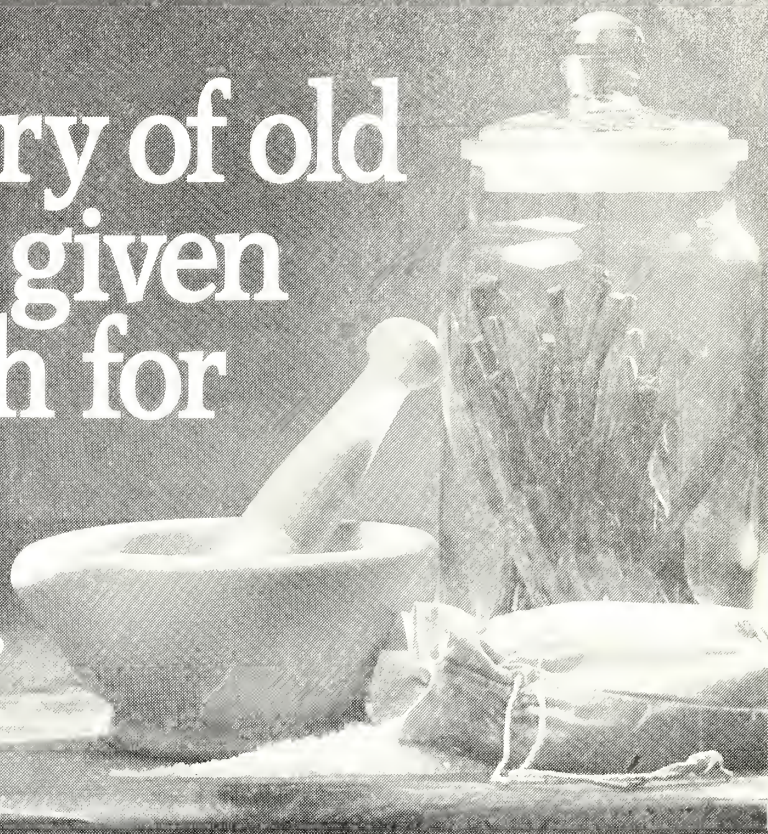
Organic soya milk is the first in a series of new products scheduled for 1987 from Provamel, the soya milk division of Vandemoortele UK Ltd. It is sugar, salt and additive free, and retails at £0.38 per 500ml pack, and £0.69 per litre. The launch is supported by a £100,000 campaign in *Here's Health*, *Healthy Living*, *Health Now*, and *Health Express*. Vandemoortele (UK) Ltd, Ashley House, 86 High Street, Hounslow, Middlesex TW3 1NH.

Myplan's milk aid

Myplan market a range of products under the brand name Lactaid, for people who suffer from lactose intolerance.

Lactaid drops to treat six pints of milk (£1.37) and 20 pints (£2.99) are available, tablets in packs of 12 (£2.92) and 100 (£16.31), and 500ml packs of treated milk (£0.39). The brand will be supported with regular advertising in *Healthy Living* and *Here's Health*, and free booklets and leaflets explaining lactose intolerance are available from Myplan Ltd, 96 Worcester Road, Malvern, Worcestershire WR14 1NY.

The apothecary of old would have given his eye-teeth for the chance to stock Panda.



In olden days, your local apothecary knew the value of licorice but his recipes and nostrums never tasted so good as Panda All Natural Licorice. And it's the taste, the texture and the fact that it is completely natural that makes Panda such a best seller.

A permanent facing for Panda on or near your checkout or counter will turn into a golden investment. Now, you can add Panda's new, vitamin C-rich Black-currant flavoured Bar and the established Raspberry Bar for variety, with a new Children's All Natural Licorice Bar coming soon.

That Panda facing will become an even more important feature for you this year. A national advertising campaign will bring Panda's promise to a wider audience than ever before.

The full Panda range is available from Health Food and Specialist Food Wholesalers. For more information, please contact: Pekka Tormala
Panda (UK) Ltd
Broadwall House
21 Broadwall
London SE1 9PL
Tel 01-928 8966
Telex 25450.

Item No.

7915	Licorice Bar	12/36
7916	Licorice Bar 3-pack	48/1
7946	200 Gram Licorice Box	24/1
7955	Licorice Cuttings	4/1
7930	Raspberry Bar	12/36
7918	Blackcurrant Bar	12/36

Panda



Treat yourself to a healthy profit, naturally.



Calcium: supplements or not?

Osteoporosis is all the rage. Women are now being advised in every magazine they read to supplement their diets with calcium at an early age and so reduce the risk of this condition. And manufacturers have responded with several new launches in recent months. But is there really a need for these products, and is it just women who are at risk? Consultant nutritionist Juliet Gray reports.

The average adult body contains approximately 1,200g of calcium; 99 per cent as calcium phosphates comprising the structural material of bones and teeth, and 1 per cent in the free ionised form essential for muscular contractility, nerve function, blood coagulation, and the activity of certain enzymes. Bone is a metabolically active tissue providing a reserve of calcium for the body's needs. The process of withdrawal and renewal of bone takes place at different rates throughout life and is subject to complex homeostatic control.

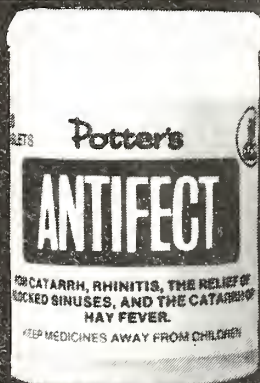
Of late there has been increasing media coverage of the effects of a low calcium intake on post-menopausal bone loss and hypertension. In the USA, where it has been estimated that one in four women aged over 65 suffers from osteoporosis, calcium supplements are readily available with 1986 sales exceeding those for 1985 by one third.

Calcium requirements in the human

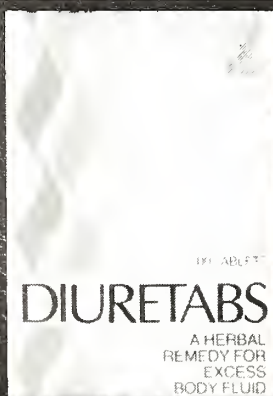
body are estimated by "balance" techniques whereby the difference between the amount of calcium ingested and eliminated is measured. From conception to early adulthood individuals are generally in positive balance, ie there is a net gain of calcium and concomitant increase in bone mass. Peak retention of calcium occurs during the pre-pubertal growth spurt. A period of consolidation follows, lasting about 15 years until peak adult bone mass is reached in the mid-thirties. Shortly after this age-related bone loss begins. It has been estimated that men and women lose about 0.3 per cent and 1 per cent of bone mass per year respectively, although the loss in women accelerates after the menopause, as oestrogen levels fall.

Requirements for calcium in infants, children and adolescents are high with approximately 1,200g of calcium laid down during growth. The foetus accumulates 25g

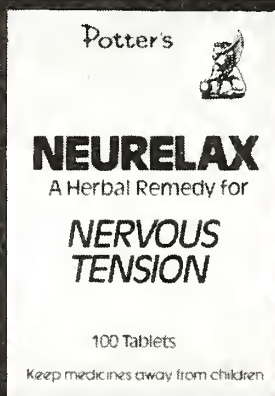
CATARRH & BRONCHITIS



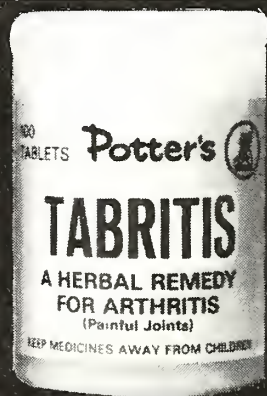
URINARY COMPLAINTS



NERVOUS TENSION



ARTHRITIS



Major herbal remedies from Europe's biggest herbal medicine producer

Potter's



Potter's (Herbal Supplies) Limited, Leyland Mill Lane, Wigan, Lancashire, England.



in the last trimester of pregnancy and as bone calcification proceeds, the infant's demands are high in the first few months after birth. Hence a woman's calcium requirement increases dramatically in pregnancy and lactation. Despite an increase in the proportion of calcium absorbed from foods intake must still be high.

Even at low levels of intake, the metabolic requirements for calcium will be met at the expense of bone. However, it is not until 25-40 per cent of calcium has been lost from bone that fractures may occur, so calcium deficiency may be asymptomatic.

"The recommended daily amount" (RDA) for calcium is derived from balance data but estimates vary considerably in different countries. The UK RDAs are shown in table 1. Values in the USA and some European countries are set much higher at 800mg per day for adults.

Requirements in old age

There is currently considerable debate concerning the requirement for calcium in old age. Calcium absorption is reduced in the elderly, due in part to a disturbance in the normal homeostatic mechanism and most likely to a failure in the active absorption of calcium (see below). As age-related bone loss proceeds there is a thinning and weakening of the bones. This condition is termed osteoporosis and should not be confused with that of osteomalacia (rickets in children) which is due to an absolute deficiency of vitamin D. In osteoporosis the composition of the bone is normal, while in osteomalacia there is a relative depletion of calcium in bone. In both cases the bone is much more susceptible to fracture.

It is accepted that bone mass is maintained by regular exercise but whether consuming large quantities of calcium in

Who might need extra calcium in their diet?

continued on p412

UK RDAs for Calcium (mg per day).	Infants and children 0-8 years	600
	Adolescent 9-14	700
	Adults	500
	Pregnancy and lactation	1,200
	<i>References: Recommended Daily Amounts of Food Energy and Nutrients for Groups of People in the United Kingdom, Department of Health and Social Security, 1979</i>	

Here are 10 reasons to stock this versatile healer for the whole family

1

Distributed nationally by Unichem (Product Code P782292); Macarthy (Product Code 060-210); and Vestric (Product Code CAL 447A).

2

Also available from local wholesalers.

3

Heavyweight national and specialist press advertising support.

4

Display outers of 6. Unit RSP £1.80.

5

Special introductory discount gives 38% P.O.R. available only from wholesalers.

6

Recommended by many midwives to nursing mothers with sore nipples.

7

A very effective general wound healer.

8

Very wide endorsement from health professionals.

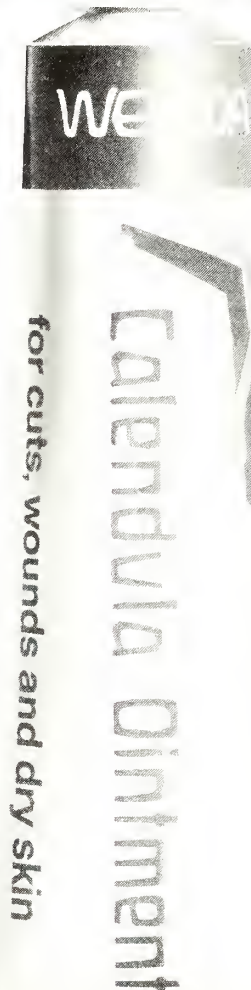
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Indications: To promote healing of cuts, wounds, cracked or dry skin and sore nipples in nursing mothers.

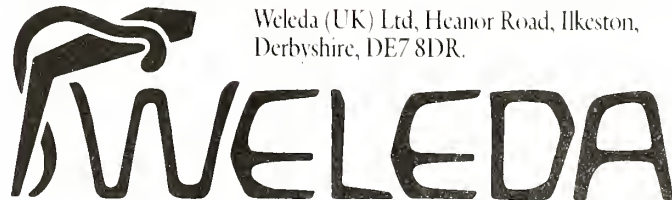
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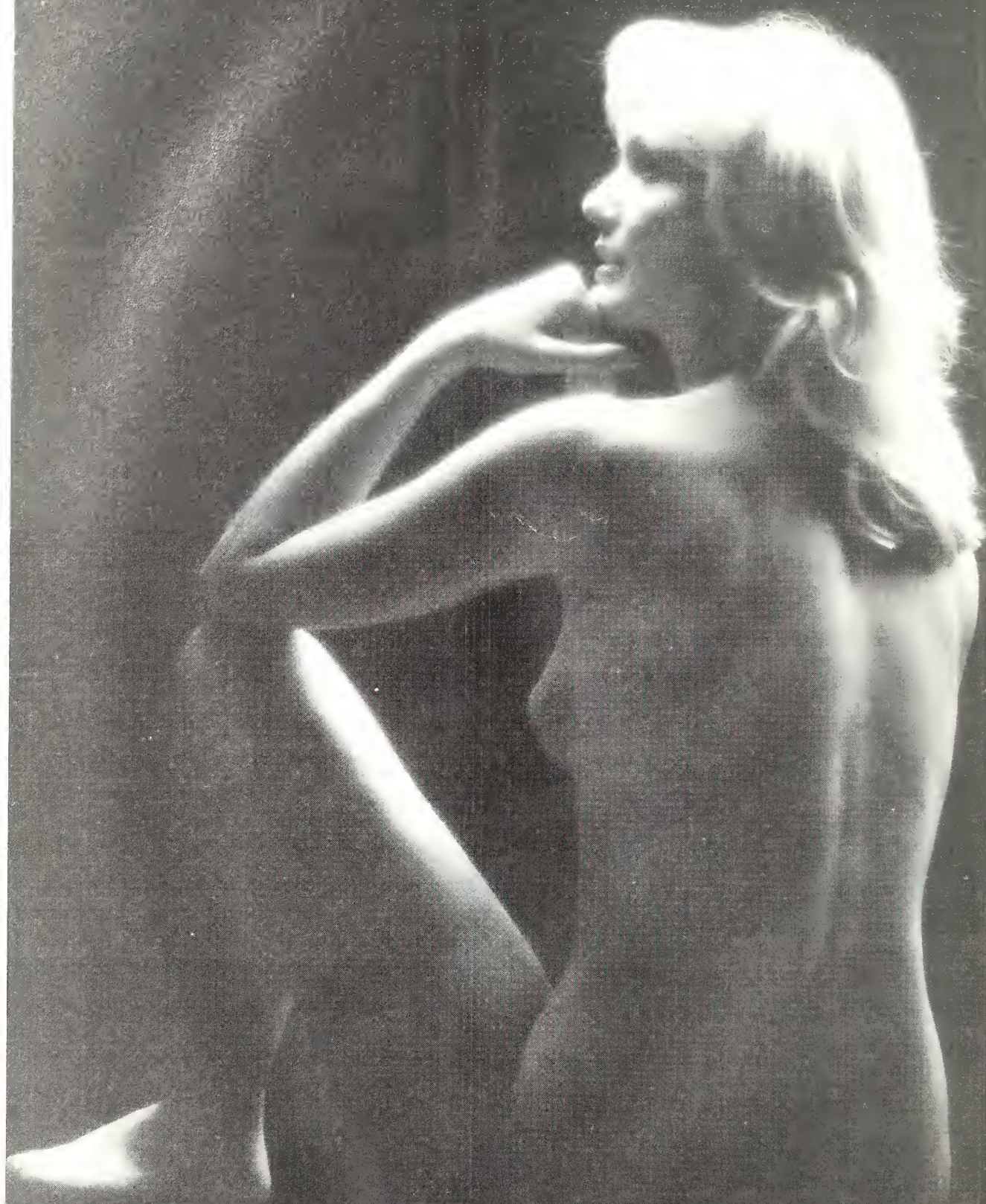
Contra-indications: None known.

Fact pack on Weleda Calendula and general information on all Weleda products from:



Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire, DE7 8DR.





Stock a product that no body makes.

Actually it's a product that the human body can never make.

Vitamins.

With the exception of a small amount of vitamin D which the body creates from sunlight, (of which there's precious little in Britain), the body is incapable of vitamin production.

And this is where Healthcrafts step in.

We produce over 130 different types of vitamins and food supplements.

From chewable multi-vitamins for children, right through to the more specialist products like Royal Jelly and extract of green-lipped mussel.

We have also put together a package of 20 of our most popular products especially for retailing through chemists.

With sales growing by over 25% a year in independent chemists, vitamins are clearly one of the healthiest commodities on the market.

At Healthcrafts we aim to capitalise on our success as the brand leader by running national advertising and promotional support worth over £500,000 this Autumn alone.

A course of vitamins from us could be just the pick-me-up that your business needs.



VITAMINS

Healthcrafts

MINERALS



Continued from p409

later life can prevent bone loss is uncertain. Undoubtedly large intakes of calcium will not reverse the process, but regular exercise and adequate calcium intake may slow it down. Recent research on the subject has yielded conflicting data. In 1984 the National Institutes of Health Consensus Panel on Osteoporosis recommended that all adults should aim to consume at least 1,000mg of calcium per day, whilst post-menopausal woman should aim for 1,500mg. The rationale for this has been questioned recently and renewed emphasis placed on the importance of achieving peak bone mass in early adulthood by ensuring adequate calcium consumption early in life.

The average intake of calcium in the UK, as estimated by the National Food Survey (NFS) seems to be adequate. In 1984 it exceeded the RDA by more than 70 per cent. However, the NFS does not provide information on individual intake and surveys of groups with greater needs for calcium, for example pregnant women, have demonstrated levels of intake which do not meet the RDA.

Calcium is not distributed evenly throughout the diet. The most important source is dairy food, which in the UK

provides approximately 56 per cent of all calcium consumed, with 36 per cent derived from milk itself. Other sources are white bread, which is fortified with calcium; canned fish such as sardines where the bones are eaten; green, leafy vegetables and hard tap water. Other cereals, pulses and some nuts contribute smaller amounts.

Only 30 per cent of the calcium consumed is absorbed although the body will absorb more when calcium is in short supply. Calcium in dairy produce is freely available, its absorption is enhanced by the presence of *lactose*. Calcium in cereals and vegetables is less available as it binds to *Phytates* and *dietary fibre* in cereals and to *oxalates* in vegetables. Large quantities of *fat* would inhibit calcium absorption by the formation of insoluble soaps in the gut but this should not occur in the healthy individual.

Vitamin D has a crucial and complex role to play in calcium homeostasis. The active metabolite of vitamin D — 1,25-dihydroxy-cholecalciferol or calcitriol — is responsible for the synthesis of the calcium-binding protein essential to the active absorption of calcium from the small intestine. While there are dietary sources of

vitamin D (oily fish, fortified cereals, fortified margarine and eggs), these are relatively insignificant for the majority of people who derive most vitamin D from skin synthesis by the action of UV light on the precursor 77-dehydro-cholesterol.

Impaired liver and kidney metabolism in the elderly may interfere with the hydroxylation process of cholecalciferol, depleting amounts of the active metabolite and thereby interfering with calcium absorption. Although this has yet to be substantiated, one therapeutic approach to the treatment of age-related bone loss is to give calcium supplements with additional vitamin D. While this might seem perfectly logical approach, care should be exercised here because of vitamin toxicity.

Both *protein* and *phosphorus* in the diet can affect calcium. Whereas protein increases the rate of renal calcium excretion, a high intake of phosphorus and a high dietary phosphorus:calcium ratio favours its renal tubular resorption and its resorption from bone as well. The high levels of protein and phosphates consumed in the Western world have been blamed for the apparent increased incidence of osteoporosis but this is open to debate.

Calcium toxicity

The homeostatic mechanisms that control blood calcium levels also protect against the ill-effects of excess calcium consumption in the presence of normal amounts of vitamin D, but if over-zealous consumption of both calcium and vitamin D supplements were to occur simultaneously, hypercalcaemia could ensue, leading to abnormal calcification in the soft tissues such as the kidney and heart.

Recent experiments in the pig, an animal physiologically similar to man, have indicated some deleterious effects of calcium supplementation. In one study clotting factors were disturbed leading to internal bleeding; in another bone fragility increased. These studies highlight the problems which can be associated with the excessive ingestion of nutrients and serve to remind us to warn those who are inclined to consume nutritional supplements in excess.

From the preceding review it should be apparent that provided people maintain a reasonable intake of dairy products and are sufficiently exposed to sunlight to permit vitamin D synthesis, it is unlikely that they will be deficient in calcium. Nevertheless, calcium intake from dietary sources is continuing to decline in all age and social groups, largely because milk consumption is falling. Between 1960 and 1984 average consumption from dietary sources fell from approximately 1,040 to 865mg per person per day. These average figures probably mask individuals who consume amounts of calcium well below the RDA. In part this

THE LACTAID RANGE THE COMPLETE ANSWER TO LACTOSE INTOLERANCE

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COWS MILK
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* DROPS AND
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Nausea Abdominal —
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- * Lactaid is suitable for people who are prone to digestive troubles caused by the presence of Lactase in ordinary milk and other dairy products.
- * Lactaid Milk — the healthy, tasty answer to Lactase Intolerance and related malabsorption of fat.
- * Lactaid drops — for treating fresh milk.
- * Lactaid Tablets — for drinking milk or eating dairy foods anytime — anywhere.
- * Lactaid — The proven brand leader for over 10 years in USA.

For further details contact:—
MYPLAN LIMITED, 96 Worcester Road, Malvern, Worcestershire,
WR14 1NY. Tel: (06845) 60701.



decline reflects the desire to cut down on fat and the failure to replace traditional dairy products with the lower fat varieties containing similar amounts of calcium. So, while the majority of children and young adults should not need supplements, changes in dietary practice might make supplementation more desirable in the future, although a change in diet should always be the first approach.

With appropriate dietary education, the adolescent, the pregnant and lactating female and indeed the elderly should be able to obtain sufficient calcium by maintaining a regular consumption of dairy produce. If, for any reason, these people cannot or will not consume such foods then a supplement could be of benefit.

Most vegetarians consume some dairy produce and should not run into problems. The vegan who excludes such foods may have more difficulty in maintaining good calcium levels, especially at times of high demand such as pregnancy and hence might need a supplement. Calcium supplementation for people following a lactose-free diet is essential, particularly during growth, adolescence, pregnancy and lactation. The benefits of calcium supplementation to the osteoporotic female are, as indicated earlier, still being debated.

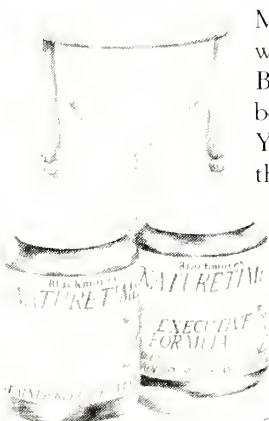
There are now a number of palatable supplements available over the counter other than those previously available on prescription. These include unbranded varieties such as calcium lactate, calcium gluconate and calcium with vitamin D, and branded ones such as Beecham calcium supplement tablets (calcium carbonate), Sandoz Sandocal (effervescent calcium lactate gluconate) and a variety of Healthcrafts supplements based on either carbonate, stearate or chelated calcium, some of which also contain vitamin D. Dosage seems to vary with amounts ranging from 250 to 2,000mg.

The availability of calcium from its various salts is not well documented. A recent study indicated that calcium as the carbonate is not well absorbed in patients with achlorhydria, a finding that may have implications for the elderly. In this study and other calcium citrate proved a more effective source. Other workers have shown that whereas calcium absorption from lactate is significantly higher than from gluconate, there is little difference between the carbonate, gluconate and citrate salts.

In conclusion, although dietary education should be the first approach in improving calcium status, a daily supplement providing the RDA of calcium is unlikely to do any harm in the light of current knowledge, and such judicious supplementation may be beneficial for some groups. However caution is needed where vitamin D is included in the formulation.



Naturally better profits!



Make sure your customers find what they are looking for – display Blackmores natural health and beauty care range. You can trust Blackmores, one of the pioneers of the natural health business (with over 50 years experience) to supply the best selection of vitamins, mineral and herbal supplements, hair care and skin care products. All totally natural and made to the highest specification; none tested on animals.

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Controlling the profit factor

It is essential that any pharmacist proprietor should employ an accountant, preferably one with some insight into pharmacy and ready to take a personal interest in the business. Just as important is a system to monitor the progress of the pharmacy continuously so that the owner knows week by week what approximate profit has been made. The exact position cannot be known without a full physical stock-check weekly, which is hardly practicable or economic; an *estimated* gross profit must therefore be used.

Step by step

The stock held by a fairly typical pharmacy with a turnover of, say, £200,000 per year is likely to be in the region of £30,000 to £40,000 at cost price value.

A key part of a budget control system must clearly be applied to the stockholding aspect. Six steps in the process are:

Step one: Make a reasoned, carefully researched estimate or forecast, *not* simply a guess, of the value of expected sales, OTC and dispensing, for the period involved — normally a year ahead.

Step two: Here you make an estimate of the anticipated percentage gross profit on the sales you have forecast. A helpful guide is the percentage for the most recent period where you had a stock valuation, by physical check, at both ends of the period. Your NHS documents provide crucial data and you should ask whether there are any reasons why the NHS margins or those for your OTC element should vary over the coming year.

Step three: Work out the cost of the goods you hope to sell over the year ahead, by discounting the sales forecast by the estimated gross percentage, with separate calculations for NHS and OTC.

Step four: From the preceding stages, you know that if your sales are £200,000 and your gross percentage profit 25 per cent, your year end stock will approximately equal your opening stock, if your purchases at cost are £150,000.

Step five: Very few, if any, pharmacies have steady sales throughout the year: almost always there are seasonal variations, large or small. So for step five you divide your sales and purchase forecasts into months, drawing on your experience and bearing in mind any factors likely to alter the pattern.

Step six: This entails preparing, on stout board, a control programme as a graph. The layout should be varied to suit individual requirements, with, say, additional columns so that NHS and other major departments can be separately recorded. But the scheme should be as simple as possible.

The lack of effective control of money is a prime cause of failure to profit or survive. Yet only a small proportion of independent pharmacists employ the kind of simple financial control described in this article.

Actual results must be continually compared with those forecast, and corrective action taken as necessary.

Two problems are that goods sold during any month are not necessarily bought in the same month — and that invoices are often delayed. Over a long period these distortions tend to iron themselves out. Clearly it would be an improvement to keep reasonably accurate records of the value of each order at cost when such orders were placed. Alternatively, one could wait until all invoices had been received for goods delivered in the month.

It is important to arrive at as accurate a percentage as is possible. Two methods may be considered:

1 All incoming invoices are analysed to see how much of the total is in goods, at each of a selected number of gross percentage ranges. How much, for instance, at 10-15 per cent, at 15-20 per cent, 20-25 per cent, 25-30 per cent, 30-35 per cent, or whatever is appropriate.

2 Sales are analysed into the type of group mentioned under 1. Here, again, complications arise where a customer buys several items from more than one group, and many pharmacies would prefer to use an analytical till to indicate categories such as cosmetics, OTC medicines — rather than gross margins.

For many pharmacists, invoice analysis is likely to be more practicable than sales analysis. The time involved can be reduced under a sampling system. Under this system only one invoice in, say, five is fully dissected. But for such a method to be valid there should be a large number of invoices received each month. If only a small number of suppliers are used and these generate only a few invoices over a month it should be feasible to analyse them all fully.

The acid test for a sampling system is to run it in parallel with a full system over a few months. If the results are close together the sampling is large enough.

There will probably be many proprietors who feel they cannot spare the time for any of the alternatives outlined. In that event they should use the gross profit percentage

shown in the latest accounts. Careful note must be taken of anything during the year which would cause a variation from the historical figure, and a suitable adjustment can then be made to the forecast.

Once stock has been brought under discipline, and gross profit percentage is being checked and then revised as necessary, we are ready for a full budget control system with a profit forecast. Before that it is worth stressing that gross percentage margins should be calculated on the VAT exclusive sales, and on the retail price.

Profit variety

Reasons for variation in gross profit percentages come under four principle headings:

Group A: natural variations due to changes in the character of the pharmacy — new departments, new trading methods, changes in the locality, new businesses in the area, etc, changes in buying or sales policy; increase in direct buying; opening or closing of a branch; increase or decrease of turnover.

Group B: variations due to legislation or other external causes: price and margin alterations by manufacturers; changes in NHS remuneration; price-cutting by competitors and the reaction to this; national monetary policy.

Group C: leakages in goods and/or money: theft; damage to stock through breakages or soiling etc; wrong prices charged to customers; inaccurate weighing, counting, measuring.

Group D: variations due to faulty records: inaccurate stock figures for an accounting period; failure to relate, at the year end, purchases or sales to the correct year (problems arise where goods taken into stock one year are not invoiced until the next, or where goods are on sale or return); laxity in checking invoices and delivery notes; failure to charge to a customer goods supplied on account; failure to record correctly any stock transfers between branches; laxity in recording casual cash payments made from the till; absence of a properly maintained staff purchases book.

Shrewd business people are sometimes more concerned if margins are consistent year by year than if they are not: is someone manipulating figures?

One cannot expect forecasts to be completely accurate, but a reasoned forecast is a more useful guide than guesswork or over-optimism. It is wise to err on the side of under-rather than over-estimated gross margins.

Coming off — the pain of dependence

Physical dependence is characterised by specific physical withdrawal symptoms which appear when the daily dose is stopped or markedly reduced. It is linked with the development of tolerance.

Psychological dependence occurs when the user needs the stimulation, pleasure or escape from reality provided by the drug and fears its withdrawal. Alcohol, barbiturates, opiates and benzodiazepines give rise to physical dependence but cocaine, amphetamines, LSD and solvents do not. With cannabis there is some controversy; it may cause physical dependence in the long term, regular, heavy user, but not in the short-term occasional user.

There are two main strategies for detoxification. The first is to reduce the drug of dependence slowly, and the second is to substitute another to reduce the withdrawal symptoms. Maintenance or long term prescription of opioids is no longer recommended unless carried out in conjunction with a specialist in a drug treatment clinic who has experience of this approach. Nor are stimulants such as amphetamines or cocaine prescribed during the period of psychological withdrawal.

Relapse must be recognised as an integral part of the detoxification process, not as failure. Patients may have several relapses before they are finally cured.

All the drugs mentioned above as causing physical dependence are sedatives and have similar withdrawal symptoms, many of which are due to adrenergic discharge eg, sweating, "goose pimples" and dilation of the pupils. The symptoms vary according to the daily amounts of drug taken, the duration of use and individual sensitivity.

Alcohol withdrawal

A few hours after the last dose there is tremor, weakness, anxiety, sweating, nausea, abdominal cramps and increased pulse rate and blood pressure. Fits may occur, usually on the second or third day and, very rarely, patients suffer a series of fits which renders them unconscious. In this case anti-epileptics are given intravenously.

Delirium tremens or "DTs" is a serious medical emergency with a 10 per cent mortality. The patient is confused, delirious,

Some methods of weaning patients off drugs of abuse, based on a talk given by Dr Paul Bailey, senior registrar, drug dependency unit, St George's Hospital, London.

disorientated and suffers from hallucinations. Profuse sweating, vomiting and diarrhoea give rise to the need for intravenous fluid and electrolyte replacement.

Wernicke's encephalopathy is marked by confusion, ataxia, nystagmus and weakness of the muscles that move the eye; this usually leads to noticeable squinting. It is a result of thiamine deficiency and is treated by giving this vitamin orally or by injection.

Detoxification can be carried out without medical supervision — some alcoholics "grin and bear it" unaided or with the support of non-medical staff — but it is more comfortable if the patient can be given medication to help counteract the withdrawal symptoms.

Benzodiazepines or chlormethiazole may be used but both can cause dependence. With chlormethiazole this can occur very rapidly so the drug should not be used for more than five days. Thiamine should be given prophylactically.

Phenothiazines have no place in simple alcohol withdrawal because they increase the risk of fits.

The prophylactic use of anticonvulsants, once common, is now generally regarded as unnecessary since benzodiazepines and chlormethiazole have anticonvulsant activity. However they may be prescribed if there is a history of fits. Some physicians add beta-blockers to counteract the adrenergic symptoms and these drugs may also reduce anxiety and tremor.

Antabuse, which causes an unpleasant reaction when alcohol is taken, has no place in the management of alcohol withdrawal, but the physician can use the opportunity to discuss its future use with suitable patients.

Barbiturate withdrawal

The withdrawal syndrome is similar to that seen with alcoholism and includes anxiety, weakness, insomnia, nausea and vomiting, sweating and pupillary dilation.

People using over 1g daily phenobarbitone equivalent will probably suffer convulsions and delirium during withdrawal. With short-acting barbiturates the fits occur on the first or second day after the last dose. With long-acting barbiturates fits can occur up to the twelfth day. Patients should be admitted to hospital for detoxification, using short-acting barbiturates such as pentobarbitone every four to six hours, gradually reduced over about 10 days.

Detoxification outside hospital is possible only if the doses of barbiturate used were small. Long-acting phenobarbitone in tablet or elixir form is given to ensure a gradual reduction. Anticonvulsants are usually unnecessary.

Major tranquillisers such as chlorpromazine should be avoided because they lower the threshold for fits.

Opiate withdrawal

Some withdrawal symptoms are similar to those seen with alcohol and barbiturates; yawning, sneezing, running eyes and nose are also common.

With heroin, which is short-acting, withdrawal symptoms occur within eight to 10 hours after the last dose and fade in seven to 10 days, although feelings of weakness and loss of well-being may last for several months. With longer-acting methadone it could be 24 hours or more before withdrawal symptoms are experienced.

The symptoms are rarely dangerous so the withdrawal doses are based on what the patient can tolerate or will accept. It is possible to detoxify without recourse to methadone by symptomatic prescribing of drugs such as major tranquillisers and Lomotil. Clonidine hydrochloride, an adrenergic agonist, has been used on an experimental basis.

More commonly patients enter a "contract" for withdrawal, in which they report weekly for prescriptions, dispensed



Printed labels by Jan 1, 1989 for NI

Northern Ireland pharmacists will be expected to use mechanically produced labels on dispensed medicines from January 1, 1989, after a recommendation of the Ethical and Law Committee was adopted at the February meeting of the Pharmaceutical Society of Northern Ireland's Council.

Pharmacists are also advised to use the cautionary labels and advisory labelling as set out in the back of the BNF. Preprinted labels are available from local wholesalers so members should be able to comply with this advice within a short time.

In view of the reported increase in problems caused by the sale of drugs liable to misuse, the Council is to re-issue its advice to members.

The Committee also discussed the supply of ostomy equipment. In parts of the Province some patients are being approached by an agent of a company based in Britain which specialises in the supply of ostomy equipment. Patients are being encouraged to present their prescriptions for supply either from the agent's care or direct from Great Britain. It is extremely difficult to obtain clear evidence as to how the agent becomes aware of the individual patients, but it is suspected that the information came directly from the various hospitals.

Dr Lesley Anderson reported on the DUMP campaign which was being organised by the Young Pharmacists Group and planned to take place in May.

The secretary reported that he had received the report of a service committee hearing involving a contractor. It was decided to refer the matter to the chairman of the Statutory Committee.

The draft of the regulations for the proposed new contract for community pharmacists, which it is proposed to introduce from April 1, was discussed. Many areas of concern were highlighted and it was agreed to prepare a submission for the DHSS.

Miss M J Watson has been put forward to the Ministry of Agriculture for consideration as a possible member of the Veterinary Products Committee.

Council discussed the guidelines which have been agreed by the VPC, adopted by the licensing authority, and which will be used to determine the category of veterinary medicines.

The Department of Agriculture is to terminate the Gassing of Vermin Scheme 1967 from April 1. There have been fewer

than 450 claims in each of the last seven years, and although the demand for Cymag powder in terms of the weight supplied increased until 1985/86, in the current year claims have dropped considerably. Following a review, the Department concluded it did not fulfil the purpose for which it was introduced and does not represent value for money.

The president reported on the recent joint visit with the PSGB to The Queen's University of Belfast department of pharmacy to approve the degree in pharmacy. During the visit the syllabus was examined in detail and the academic staff, students and University representatives were questioned on aspects of policy and teaching. The University's degree course was approved for a further five years.

The Western Education and Library Board has advised the Council that 30 students from the area have received grants to study pharmacy in Great Britain. Together with the three other boards who have supplied information, this means at least 83 Northern Ireland students are studying pharmacy in Great Britain.

Twelve applications for registration as students were approved. They are:

Heather May Dunlop, 29 Ferendene Park, Dundonald, Belfast BT16.
Stephen Patrick Fox, 19 Hillcrest, Antrim BT14 1LA.
Jennifer Elizabeth Hill, 30 Kintyre Park, Ballykeel, Ballymena.
Noel Robert Ircns, 18 Woodgreen Park, Shankbridge, Ballymena.
James Stephen Joyce, 50 Cloverhill Avenue, Lisburn, co Antrim.
Peter Thomas Kelly, 17 Riverdale Park Drive, Belfast BT11 9DN.
Gillian Eleanor Kennedy, 42 Load Road, Cullybackey, Ballymena.
Patrick Joseph Kennedy, 2 Derrynoyd Lane, Draperstown, co Derry.
Alison Elizabeth McAdam, 108 Moore Street, Aughacloy, co Tyrone.
Karalyn Diane McBriar, 78 Hillsborough Road, Moneyreagh Newtownards.
Patrick Gerard McCrystal, 15 Kilcootry Road, Fintona, co Tyrone.
Karen Mary McLean, 76 Priestland Road, Bushmills, co Antrim.
Amanda Florence Sheridan, Kinarla Cottage, Derryonnelly Road, Enniskillen, co Fermanagh.
Maureen Isobel Symington, Rahinton, Fivemiletown, co Tyrone.

The president's dinner is to be held at the Culloden Hotel, Craigavad, co Down, on March 11. Mr Bernard Silverman will represent the PSGB.

The presidents of the PSNI and the Ulster Chemists Association would like to arrange a joint social event during the year. A meeting to discuss the function took place on February 23.

The report from the Finance and House Committee was adopted. Mr Dillon reported on the progress being made on the proposed renovations to the Society's House. It is hoped to send out invitations for tender within the next few weeks.

daily, for gradually reducing doses of opiates, usually methadone. Their urine is monitored to check for the use of illicit drugs. The period of outpatient detoxification usually lasts between one and six months. The policy now is not to prescribe the drug indefinitely.

Alternatively the patient may be admitted to hospital where detoxification over a short period of 10 to 14 days is feasible.

A table of methadone dose equivalents, together with specific prescribing regimes which can be used in general practice for periods of two weeks to six months, are given in the Department of Health's "Guidelines of good clinical practice in the treatment of drug misuse" (£1).

Adjunctive use of benzodiazepines and similar minor tranquillisers is not recommended, although major tranquillisers (eg thioridazine) are sometimes used symptomatically for brief periods.

Benzodiazepine withdrawal

Physical dependence can occur in patients taking normal doses for longer than three to four months. Withdrawal symptoms include anxiety, feelings of unreality, perceptual disturbances, dry mouth, tension, headache, sleep impairment and depression. Psychosis and fits occur more rarely, especially if the drugs are withdrawn abruptly from patients who have been taking high doses over long periods.

With the long-acting compounds, withdrawal symptoms appear three to seven days after withdrawal, peak at five to eight days and decline in 10-16 days. With the short-acting compounds symptoms occur within a day, peak at one or two days and decline after three to 10 days. Patients who have been on the drugs for a long time are more likely to experience symptoms for longer.

Benzodiazepines must not be stopped abruptly in dependent patients so treatment is usually a gradual reduction of the dose over four to six weeks, although several months may be needed.

It is often helpful to substitute a long-acting benzodiazepine for a short-acting one as withdrawal symptoms are more marked when the concentration of the active drug in the blood is falling rapidly.

The withdrawal is usually combined with psychological support such as relaxation exercises, explanation and reassurance. Most patients suffer from rebound insomnia and some find the hardest part is coming off the final, lowest dose, which is when reassurance should be given that sleep disturbances and other symptoms will not last forever.

In all cases, care of the drug misuser involves not only drug treatment but counselling and other support.

In breach of the Act?

Mr R.N. Thomas (*C&D*, February 21) has expressed clearly the irrational manner in which doctor dispensing is allowed to inequitably persist to the disadvantage of the Exchequer, as well as the patient who is deprived of a full pharmaceutical service. We would add that such dispensing is also in breach of the Medicines Act 1968.

As a general rule the Act makes the pharmacist the legal supplier of medicines by retail sale (which by definition includes dispensing) but exempts the medical practitioner from this restriction when he supplies "a patient of his". It has been shown that the expression in the Act which exempts a doctor under these circumstances means that he can only legally dispense medicines if he does it himself, with or without attendant assistance (The dispensing paradox in the Medicines Act, *C&D* January 12, 1985).

The current practice of delegation by dispensing doctors to unqualified and unsupervised staff is, therefore, not covered by the exemption. It is also in conflict with the standard set by S.51, which covers the sale or supply of those medicines (GSLs) which can "with reasonable safety be sold and supplied otherwise than by, or under the supervision of, a pharmacist".

Therefore, if the Act was enforced it would, for practical purposes, achieve that which Mr Thomas desires. The Act designates the Pharmaceutical Society as the enforcing body. Is it not time the membership was given an explanation as to why nothing has been done?

K.J. Knight.

Vice chairman, Rural Pharmacists Association

Price difference

It has always been my understanding that RPM items that were Pharmacy Only meant they were on sale at *any* pharmacy at the same price. This notion has now, however, been knocked into a cocked hat. Earlier this week, I sold a pack of 10 Haymine tablets for £1.58, only to have a disgruntled customer complain that a local chemist was selling the same at £1.50 (new price effective February 2). I rang the gentleman in question to point out the anomaly, only to be told that, although I may have the time for updating prices, he certainly did not. Also that I was acting illegally in retailing old stock at current prices. If this is true then prices would differ widely according to stockholding

and really defeat the purpose of RPM.

It would appear that grocers are not the only ones we have to contend with regarding issues of RPM.

S.S. Kalsi.

Barking, Essex

Editor. Pharmax say that they fully support Retail Price Maintenance of medicines. However, they point out that it is quite lawful to retail stock bought before a price increase at the old price.

Food for thought . . . and warts!

For three years I have suffered from warts on my left hand. My GP suggested minor surgery but, as this meant being incapacitated for at least a fortnight, I refused. I spent large sums of money on chemical wart removers suggested by various chemists, and boxes and boxes of plasters to hide them, but this proved ineffective and caused needless pain. I also resorted to old wives' remedies such as wrapping beefsteak or broad bean pods round my fingers and then burying the cast-offs in the garden . . . all to no avail.

One day a friend, who suffered from a virus infection of her nails, told me she was finding it beneficial to soak them in natural yogurt — why didn't I try it? Within two days, after soaking my fingers for ten minutes twice daily in a carton of natural yogurt, I began to notice a big improvement. After two weeks, believe it or not, they had completely vanished.

Joy Banton.

Exmouth

Kodak snap shot

We were most interested to read the comments in the Topical Reflections column in the February 14 issue of *Chemist & Druggist*.

Kodak have been taking a hard look at themselves recently, in the light of the changing photographic business and the highly competitive markets which we serve. Certainly we have been accused of "arrogance" in the past in respect of certain areas of our activities but we truly feel this is no longer the case and we are delighted that your columnist, Xrayser, indicates that this could be so.

Perhaps we have not adequately explained the purpose behind the introduction by Kodak of a second brand of film. We realise this could apply to any photo chemist, and we apologise. Our market research has shown that the consumer is looking for a brand of film

which gives good quality at a competitive price, so Kodak is responding with Kodacolor Value Range film. This is the purpose of the second brand.

Kodak genuinely feels that this new policy will have an encouraging effect on film sales generally and sincerely aims to increase the photographic business of those who take advantage of the situation.

The chemist retailer is a valued and vital customer. With the convenient location of most retailers, often on the High Street, they are in a strong position to compete for that profitable business. Kodak looks forward to working with them.

Peter Fitzgerald

Manager,

Kodak Consumer Products Division

No policing?

I believe that Mervyn Madge has put his finger on the most important single factor causing apathy and resentment among pharmacists (*C&D*, February 28 p356).

Our Society should return to its purpose of looking after its Members' interests and stop playing policeman.

B.E. Hébert.

Reigate, Surrey

Efamol

Following Xrayser's comments (*C&D*, January 13, p31) and Mr A.G. Clement's subsequent reply (January 31, p173), it should be recalled that the recent clinical work from Dr J. Belch at Glasgow University Medical School reported excellent results with Efamol Marine, an 80/20 mixture of evening primrose oil and marine fish oil.

Dr Robert Zurier found that prostaglandin E1 (PGE1) had anti-arthritic effects in animals. PGE1 can be formed naturally in the body from linoleic acid via a precursor gamma linolenic acid (GLA), but it is known that humans find it difficult to convert linoleic acid to GLA in the body. This can be alleviated by giving GLA directly in the form of Efamol evening primrose oil, ensuring an adequate physiological supply of anti-inflammatory prostaglandin E1.

The conclusion must be that with Efamol Marine all the anti-arthritic benefits of both EPO and fish oil are made available to the patient in one preparation. The product brought relief to nearly 60 per cent of patients in the Efamol Marine group on a double blind placebo controlled basis.

Maxwell E.P. Noble

Marketing director,

Britannia Health Products

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Macs board quizzed by ex-ICML md

Macarthy's have come under attack from shareholder Arthur Trotman, retired managing director of Independent Chemists Marketing Ltd, who voiced his worries about the new management at the company's annual meeting last week.

In a series of points put to chairman and chief executive Nick Ward, Mr Trotman questioned the wholesaling division's service levels and commitment to the Numark group of wholesalers; the company's sales performance and its overall strategy since Mr Ward took charge of a general overhaul last year.

Asked why the latest company figures — for the 17 months to September 30 — had shown no improvement (pre-tax profits stood at £6.05m, compared with the previous year's 12-month figure of £4.05m), Mr Ward blamed the previous board for losing turnover when they reduced the number of wholesaling depots. Sales would now progress, he added.

Mr Trotman claimed that customers were still dissatisfied with service levels. Mr Ward denied this and said the arrival of John Baseley from Vestric, who now heads up the depot management, had made a great difference.

There was no mention of Numark in the

firm's annual report, Mr Trotman complained. He claimed that the new Macarthy's had never publicly announced their unqualified support for the group. Mr Ward's reply was cautious: "My colleagues in Numark and I are in constant discussion about future business, and we see Numark as being part of our future."

And the firm's whole strategy came under attack from Mr Trotman, who asked: "How can the board reconcile the conflict of moving more into retailing, so that they're in competition with their own independent customers?" In reply Mr Ward referred to the two separate businesses of wholesaling and retailing, and said that only going concerns would be bought. "Our wholesale customers understand that I will never open up new business in opposition to them," he added. "But if a going concern is for sale in the area, I see no reason why that should cause offence."

Asked about the £115,000 paid out in compensation for loss of office, he would only say that it was paid to "more than one person". When the new board took over in February last year, four board members resigned, including chairman Albert Slow. Three others have since left.

Mr Ward told shareholders that a going concern had already been bought in Worthing. The company is not yet giving out details of the buy.

More to come on Sunday trading

Ministers are looking to accumulate evidence of the lack of uniformity in enforcing the current Sunday trading law to justify a further attempt to legislate on the issue.

Recognition that this is likely to be a time consuming process was given by Margaret Thatcher, the Prime Minister, when she addressed the Institute of Directors. She promised that the Government would continue its search for "an agreed and reasonable way" of changing the law. She stressed: "Until we have got some kind of agreement I do not think there is much point legislating."

Johnsen & Jorgensen Healthcare Ltd have moved to Unit 8, Europa Trading Estate, Fraser Road, Erith, Kent DA8 1QL.

Warner Lambert, who recently bought Henara Hair Health Ltd, are now operating the company under the banner Henna Hair Health Ltd (Warner Lambert Health Care), and their products are distributed by Henna Hair Health Ltd, Strand House, Nursery Road, Thornton Heath, Croydon, Surrey CR4 8RJ.

D.E. Pharmaceuticals of Main Street, Wylam, Northumberland are moving to larger premises at Barmoor Terrace, Ryton, Tyne and Wear. They will still specialise in generics and parallel imports but intend to expand into the supply of French perfumes and clearance lines.

Ten Labour backbenchers have introduced a Private Member's Bill in the Commons which seeks to require drug companies to provide a fuller explanation of their accounts. It is due for consideration on second reading on March 27, and has virtually no chance of becoming law.

Separating the colours

Colourcare, a division of London International Group, are dividing their activities into three separate business units.

The company says the new structure will enable it to expand its business of providing photo-finishing services through retail outlets, mail order and other areas.

The amateur D&P service to the retail trade is headed up by Andrew Parrish who recently joined the company. As director and general manager he is responsible for this service through 12 photo finishing laboratories.

Michael Round, previously marketing director of Colourcare, becomes director and general manager of the company's expanding mini labs, now totalling around 70 units. Mail order in Europe is playing an increasingly important role in the division's growth, with the acquisition of the Maxicolor brand in France and Belgium. Terry Welti, director and general manager, is located at Deal where a mail order laboratory processes films for European countries.

Fisons carry on growing

For the sixth year running Fisons have seen growing profits, and the latest year's results reach £85.1m.

Pharmaceutical profits were up by £10m to £49.8m. Respiratory during sales were up 70 per cent in the US.

CP Pharmaceuticals, a subsidiary of the pharmaceutical division, are expanding their Wrexham plant with a 50,000 sq ft tableting facility, to be completed by mid-1988.

Unilever break billion barrier

Unilever hit the £1 billion pound mark in their profits for last year.

The group's profits rose from £953m to £1.143bn, while turnover was up only 3 per cent at £17.14bn (exchange rates included). The figures do not show the contribution from Chesebrough-Ponds, bought in December for \$3.1 billion. But chairman Michael Argus believes he can offset a lot of the expense by selling off the Stauffer chemical business.

Underwoods to miss out on wonder of Woolies?

The Underwoods/Woolworth talks, which were expected to produce a Woolies bid last week, came to an abrupt end on Tuesday.

A sudden jump of 49p in the Underwoods share price to 237p on Friday led the company to reveal that Woolworth were negotiating a bid; it's possible that an investigation may follow the suspected leak. With the market putting such a high price on the chain, talks were interrupted, and Underwoods — whose chief executive Brian Kerner and chairman Harry Woolf hold 48 per cent of the equity between them — held out for a higher bid.

It is understood that Woolworth were offering about £68m when the talks seemed to have broken down. A Woolworth spokesman said: "The talks were affected adversely by the share price movements and a need to make an announcement." One rumour suggested that Underwoods were hoping for an offer of about £80m.

Underwoods are calling the break-off a "breathing space" and say they are looking to fresh negotiations — but

renewed talks are believed to be unlikely. As C&D went to Press the Underwoods share price had reacted with a fall of 219p.

Had the bid been agreed, City analysts were expecting a quick expansion of Underwoods stores outside London — possibly with slightly different layouts and stock from the Central London core business. One observer told C&D that a deal would have meant more to Underwoods than to the buyers: "It wouldn't be a big acquisition; £68m compares with a market capitalisation of £1.4bn for Woolworth", he explained. "Underwoods would require an input; they've lost their way and look a lot like Woolies used to three or four years ago".

Woolworth pulled back from a pre-tax loss of £5m four and a half years ago to pre-tax profits expected to fall between £106 and £110m this year. Underwoods' Unlisted Securities Market debut 15 months ago saw the 115p minimum tender price oversubscribed 22 times; the striking price was set at 180p. Since then their performance has disappointed the City, but 1986-87 profits are expected to rise from £2.54m to £3.3m.

SK&F Bridge a gap in UK

Smith Kline & French have launched a new company in the UK to handle their product range here.

Bridge Pharmaceuticals start this month, and SK&F aim to make the firm a link between their research and development and the medical and pharmacy profession. The first representatives will start calling on the professions from March 9. The team should be at full strength by June.

In the field

The field sales promotion industry is worth £55m per year, and will expand by 26 per cent in 1987, says a report published this week.

During the past five years, business grew threefold, and the industry predicts overall growth in excess of 20 per cent annually during the next five years.

The field sales promotion industry is becoming an important component of the marketing mix. Field sales work, which accounts for the bulk of business, will

increase by 17 per cent in 1987, and in-store work by 19 per cent. At present 34 per cent of FMCG suppliers spend more than £75,000 annually on field promotion.

"Field sales promotion: the industry report" is available from *FPS Field Marketing*, 261 Goldhawk Road, London W12 8EU (tel 01-741 2194).

Unichem go to Europe

Unichem will be making a presentation to Euro MPs in May, following a recent pledge to ensure UK and EEC politicians understand the role played by pharmaceutical wholesalers in health-care.

Over 100 MEPs will be invited to the Strasbourg Hilton Hotel where they will be addressed by Unichem's chief executive, Peter Dodd. "As more and more European legislation is affecting us the time is right to ensure MEPs have a closer understanding of our role," he says.

Co-ordinated action is being taken with Unichem's opposite numbers in Germany and Holland — Wivede and OPG. Unichem will be keeping GIRP informed of progress.



Durham pharmacist Kenneth Leak (left) received a portable colour television as his prize in the Sensodyne toothbrush display competition, from Stafford-Miller Cumbria and Northumberland representative Paul McHale. Area manager Alan Rogers looks on

EVENTS

Monday, March 9

Southampton Branch, Pharmaceutical Society. Post House Hotel, 7.30 for 8pm. Mr B Silverman, PSGB vice-president, on "The pattern for the future of a profession".

Tuesday, March 10

Dumfries and Galloway Branch, Pharmaceutical Society. The Cairndale Hotel, Dumfries at 8pm. Wine tasting and travel film.

Edinburgh and Fife Branches, Pharmaceutical Society.

Barnton Hotel, Queensberry Road, Edinburgh at 8pm. Buffet with wine sponsored by Vestric. Dr A J Raeburn from the Clinical Genetic Service, Western General Hospital, Edinburgh on Cystic Fibrosis.

Lanarkshire Branch, Pharmaceutical Society. The Old Mill Hotel, Motherwell, at 8pm. Mr Bernard Silverman, PSGB vice-president, on "The Nuffield Inquiry: twelve months on".

Leicestershire Branch, Pharmaceutical Society. Leicester Royal Infirmary. Dr Aubrey Stewart, consultant anaesthetist to the Leicestershire Hospitals on "Antiques".

Stirling & Central Scottish Branch, Pharmaceutical Society. the Mayfair Suite, Park Hotel, Arnohill, Falkirk. Case studies "workshop".

Northern Ireland subcommittee for Post Qualification Education. Brownlee Health Centre, Craigavon at 8pm. Miss Jill Thompson paediatric dietician on "Dietary treatment of disease". Light refreshments. Travelling expenses are payable to community pharmacists.

Wednesday, March 11

East Kent Branch, Pharmaceutical Society. The Kent & Canterbury Hospital, Canterbury, at 8pm. Continuing education lectures on skin diseases and their treatment.

Thursday, March 12

Glasgow and West of Scotland Branch, Pharmaceutical Society. The Walton Suite, Southern General Hospital, Glasgow. Dr Eric Walker, Department of Infectious Diseases, Ruchill Hospital, Glasgow on "Medicines and the overseas traveller".

Harrow and Hillingdon Branch, Pharmaceutical Society. Northwick Park Hospital, clinical lecture theatre, at 7.30pm. Dr Schober, consultant to Leicester hospitals on "AIDS".

Slough Branch, Pharmaceutical Society. the postgraduate Medical Centre, King Edward VII Hospital, Windsor, at 8pm. "Cancer Chemotherapy".

Friday, March 13

Isle of Wight Branch, Pharmaceutical Society. Annual Branch Dinner at the Royal Corinthian Yacht Club, Cowes. The guest will be Lord Mottistone.

Advance information

British Society of Perfumers & Society of Cosmetic Scientists joint symposium on "Perfume — the product and the person" to be held on April 6-7 at the Grand Hotel, Eastbourne. The cost will be £155.25 (£184 for non-members). Details, booking form etc from the general secretary, Society of Cosmetic Scientists, Delaport House, 57 Guildford Street, Luton, Beds LU1 2NL.

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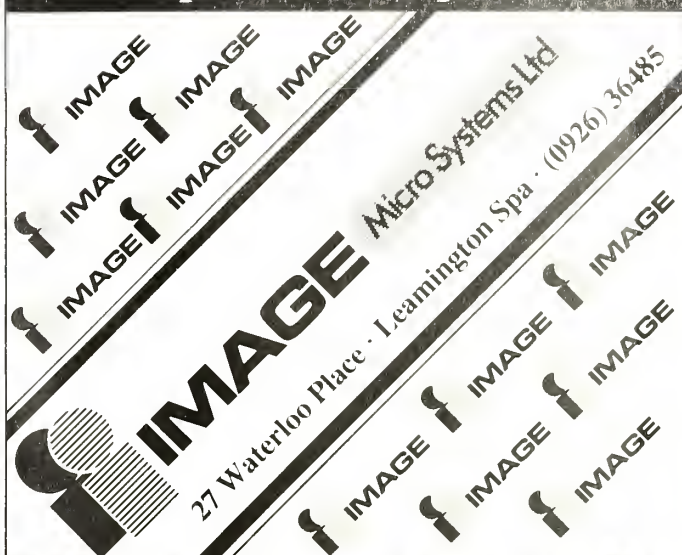


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Flynn to stand for Council

Mr Charles Flynn, chairman of the British Pharmacists Association, told *C&D* this week that he will be standing in the forthcoming elections for the Pharmaceutical Society's Council.

Mr Flynn says he will stand as a BPA representative. He does not feel that he will have to resign as chairman of the Association, but says if there was a conflict of interest, then he would have to do the "honorable thing".

In standing for Council, Mr Flynn follows in the footsteps of Alan Nathan, founder of the Pharmacists Action Committee and first BPA chairman, who resigned from the Association in order to fight a successful campaign in the 1986 Council elections.

From parallel imports to porn...

Malcolm Town, one of the pioneers of parallel importing into the UK through his now defunct company Maltown, has been fined £6,000 for importing obscene publications into the Channel Islands.

Town, formerly of Harrogate, was convicted last month at Guernsey's Royal Court, of importing the publications into Alderney, where he is now resident.

A former employee of his, Jennifer Anne Sanderson (20), was fined a total of £100, after being found guilty on two counts of possessing obscene publications. Both defendants, who were tried jointly, had pleaded not guilty.

The court heard the offences came to light following a complaint to the police in Alderney by the woman owner of a property being rented in the island by Town. Police and customs officers subsequently searched the property and Town's offices, from which he runs a pharmaceutical import/export business, and found 822 copies of a publication called *The Ultimate Rubber and Leather Catalogue* and 118 copies of a magazine called *Bizarre Doms and Subs*.

Town admitted importing the publications into the island but denied they were obscene. He told the court that they are not regarded as obscene under



Pharmacy in the West Midlands took a step back in time recently. Retired industrial chemist Alan Morrison set up a Victorian chemist's shop for the month of February in the borough's Central Library and displayed over 100 Victorian pharmacy instruments he's taken 30 years to collect. Mr Morrison, a Conservative councillor, who worked for ICI for nearly 40 years, was pleased with the public response to his first exhibition. "I've collected things ranging from beetle traps, to scales, to leech containers, and was able to demonstrate pill making and powder folding," he says. "People were surprised how long things used to take in those days."

English law and that they represented only a small part of his business which he brought to Alderney with him in 1985. His primary business, the court was told, had turned over £3m per year for the past three years and involved prescription pharmaceuticals supplied, among other customers, to the UK DHSS.

He said the publications were only available on a mail order basis through a trading venture called Sonata. Before copies were issued, prospective buyers were first sent leaflets outlining the kind of material they would be receiving.

Miss Sanderson, the court was told, was employed straight from the sixth form of Harrogate Grammar School, to be trained as product exports manager for Town's pharmaceutical companies. She had been instructed that her duties would include some work for Sonata, which she estimated was on average no more than 10 minutes a day. She had merely carried out instructions, had not been responsible for importing the publications, and had resigned from her £6,000 a year job when the charges were brought six months ago, the court heard.

Take a picture

May 3-10 is going to be National Photo Week. The event is being sponsored by the Association of Photographic Laboratories which hopes to eventually double the number of pictures taken each year. *Associated Photographic Laboratories*, 9 Warwick Court, Gray's Inn, London WC1.

Bruce Rhodes joins HEA

Bruce Rhodes, assistant secretary of the Pharmaceutical Society of Great Britain, has been appointed a member of the new Health Education Authority, Norman Fowler, Social Services Secretary, announced in the Commons last week.

Agfa-Gevaert Ltd: Allen Powell has been appointed national sales manager for Agfa's retail products division. Working closely with the division's director, Peter Brazier, he will be responsible for the sales force and major accounts.

Nicholas Laboratories Ltd: Alison Page is appointed manager of the cosmetics division, responsible for the sales and marketing of the Almay and Louis Marcel ranges — she was formerly marketing manager for the division. Sarita Young has been appointed group product manager for Almay.

Celatose: Arthur Wilkins, who joined the company in 1981 when it set up its UK operations, has been appointed sales and marketing director. Vince Coates becomes national accounts manager. He joins the company from Defoe. Carole Liggat moves to market planning coordinator with responsibility for customer marketing support.

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